The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

N. I. D. CONVENTION

DALLAS ROUNDUP

. . . . . PAGE 40

Two plants under one roof solve quick service problem

. . . . . PAGE 52

Plant initiates automation for self-service customers

. . . . . PAGE 76

Customer acceptance enhanced through household department

. . . . . PAGE 90

NID President Frank Prather presents gift to Tim Psujek. Veteran of four national shows, 11-year-old Tim became target of speakers' remarks and convention celebrity. He's from Wyandotte.

APRIL, 1956

Don't forget

start every cycle by adding Hyflo

By adding Hyflo to *every* washer load, you keep solvent clean and filter pressure low for *many* loads. Johns-Manville Hyflo* is the high-speed filter powder that makes solvent recovery almost automatic.

It always removes insoluble impurities, never removes active detergent.

Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N.Y. In Canada, 565 Lakeshore Rd. E., Port Credit, Ont.

*Trade Mark Reg. U. S. Pat. Off.

The complete filter powder service for drycleaners

- **J-M Dealers**—there's one nearby, ready to serve you
- **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- **J-M Engineers**—get expert help on your operating problems
- **J-M Drycleaning Laboratory**—for study of the latest cleaning methods

Johns-Manville HYFLO

the filter powder for charged system cleaning

NOW...

WE'RE TELLING THEM IN

GLAMOUR

THE WELCOME NEWS ABOUT

LINT-FREE CLING-FREE*

DRY CLEANING

You'll feel the effects in your own neighborhood!

HERE'S THE AD and just one of the many famous national magazines that carry the unique Buckeye Clean-Charge®†. LINT-FREE CLING-FREE* story to your customers. It's wonderful news for them — and for YOU! It's part of the biggest promotion in the dry cleaning industry, reaching a combined readership of 350,000,000 through magazines alone. Strong newspaper mats ads, plus a complete power-house tie-in package is building still more demand for customers. They can be YOUR customers — and your *profits!*

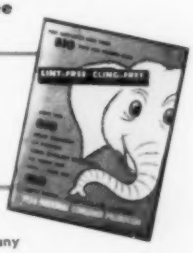
What the exclusive
BUCKEYE CLEAN-CHARGE®†
method means to plants:

- **REDUCED FINISHING COSTS** — No more steaming, brushing garments! Less spotting, wet cleaning!
- **IMPROVED ANTI-STATIC ACTION** — Fabrics take on like-new look — free of acids, film, lint!
- **ELIMINATES CLASSIFICATION TIME** — Darks and lights, soft and hard finish fabrics cleaned together — *without lint!*

SYMBOL OF QUALITY
THE DAVIES-YOUNG SOAP COMPANY
BOX 993 DAYTON 1, OHIO
Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

Contact your nearest distributor for complete information about
BUCKEYE CLEAN-CHARGE®†
and Lint-Free, Cling-Free Dry Cleaning

Increase Business with
BUCKEYE SALES AIDS
Inexpensive, yet extremely effective, these specially planned pieces do an excellent job of bringing in new customers and building repeat business.



†U.S. Pat. No. 2729567 covering product and process; other patents pending
*Trademark of the DAVIES-YOUNG Soap Company

NATIONAL CLEANER & DYER, April, 1956. Published monthly by the Business Papers Division of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6.00 per year. Volume 47, No. 4. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster Pa., under the act of March 3, 1879.

Champs with a new power punch!

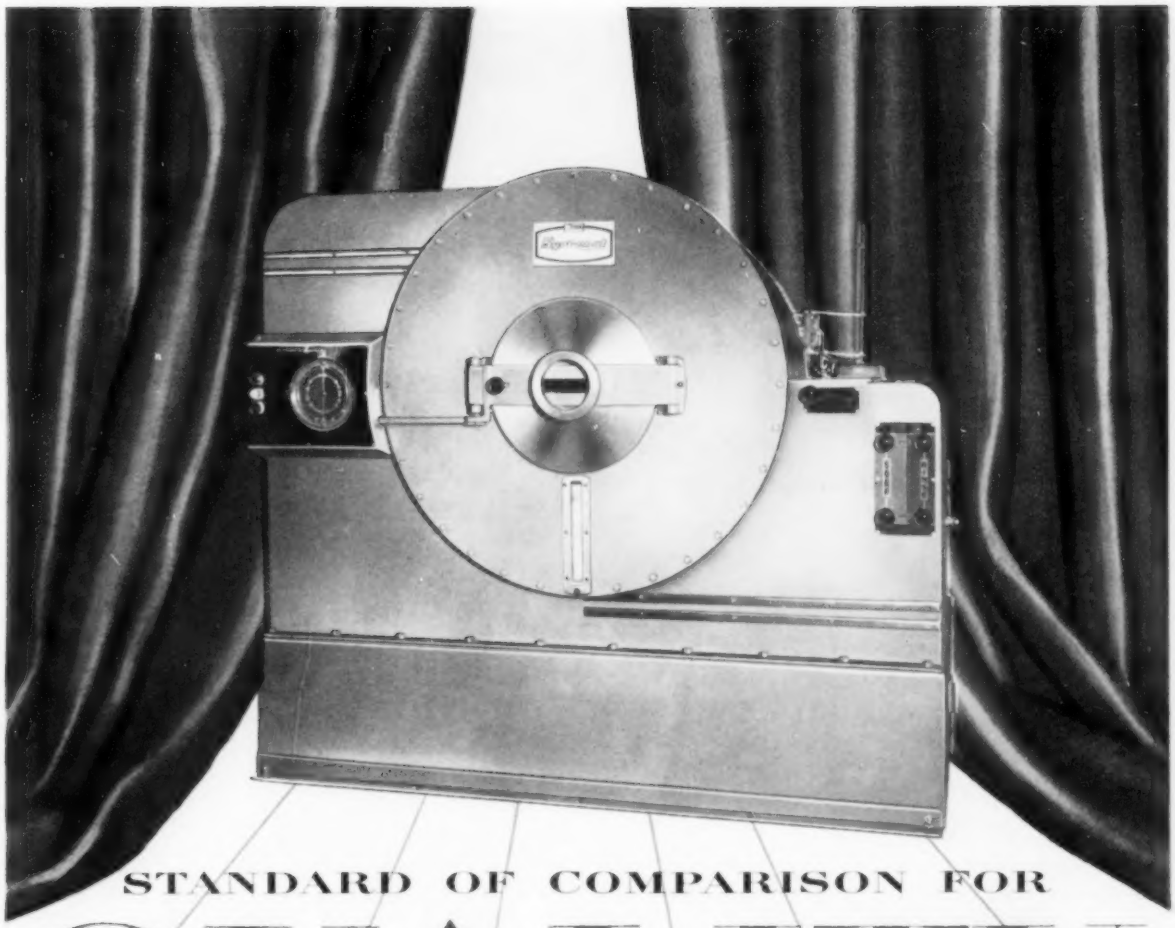
These new Task-Force light-duty jobs pack the biggest power punch in Chevrolet truck history with a modern short-stroke V8 and Hydra-Matic Drive for every model!

Today's most modern truck V8's—available at extra cost in whatever new lightweight model you need! Here's ultra-efficient short-stroke power for increased engine life and lower operating costs. New valve-in-head sixes are more powerful than ever!

And a wider range of Hydra-Matic models!
Driver efficiency goes way up with smooth-operating Truck Hydra-Matic on the job! Now available at extra cost on all light-duty and some medium-duty models, too. See your Chevrolet dealer for details and a deal on the right model for your job! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

CHEVROLET **NEW CHEVROLET TASK·FORCE TRUCKS**

Anything less is an old-fashioned truck!



STANDARD OF COMPARISON FOR

QUALITY

AND AUTOMATION!

Look to the Syntomat for consistent, high quality synthetic drycleaning! The Syntomat is built with an *open-end, open-pocket* cylinder that results in unconfined, gentle but thorough, cleaning and in efficient extraction, free from wrinkles and breaks. Quality cleaning, easy to load open-pocket cylinder — plus *completely adjustable automation* — gives you the greatest profit per load. Better customer satisfaction and more repeat business, all at minimum production cost, are yours with Syntomat. For complete information just clip this ad to your letterhead.

WASHEX

Syntomat

WASHEX MACHINERY CORPORATION • 198 BANKER STREET, BROOKLYN 22, N Y

6-006

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We're Growing

On the heels of a recent notice concerning expansion of our staff, here is more news. We are proud to announce the appointment of Harry Yeates, pictured at the left, as associate editor.

Harry will cover the Middle West for us from our Chicago office. That part of the country is not strange to Harry. He was born and raised in Kankakee, Illinois. He was graduated from Notre Dame University with a degree in business administration.

Harry served two years in the Army during World War II. Some of this service was in such hot spots of the Pacific as New Caledonia, Guadalcanal, Manila and Tokyo. He was attached to a civilian recovery team evacuating American prisoners from Japanese islands.

After service, Harry furthered his education at Northwestern University in Chicago with studies in journalism, public relations and retail advertising. These subjects, coupled with business experience in his family's apparel business in Kankakee, gave him an excellent background for our industry. Somewhere along the line he also studied at the Army Language School in Fort Riley, Kansas.

Harry's five years in the apparel business in Kankakee gave him experience in fabrics, their care, plus retail merchandising, advertising and promotion. He later covered apparel markets around the country. Some time was spent in New York, and later with Saks Fifth Avenue in Chicago.

Harry also spent three years with our publisher, The Reuben H. Donnelley Corporation. Here he worked as a copywriter and in sales promotion activities. The transition to the editorial side of our business has been easy for Harry. You have already seen evidence of his work in our past several issues.

He knows the needs and interests of our industry. His copy and pictures are clear and understandable. His enthusiasm for the future of drycleaning is boundless. Those of you who have already met him know that enthusiasm is his middle name.

In his spare time Harry collects rare jazz records, loves water skiing and is an amateur sailor. As of right now, he is a bachelor, but available.

We are delighted to add Harry Yeates' name to our masthead. And we thank you readers for your growing support. Thus we can continue to give greater coverage in all parts of the country on stories to help make your business more profitable.—*Art Schuelke*

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STREET'S
ESTABLISHED 1876

Dry Size

SOLVENT SOLUBLE
LIQUID CONCENTRATE

for style control of COTTONS, TAFFETAS and other heavily sized fabrics

Increasing sales of high-style cotton garments, and the continued popularity of heavily sized taffetas, has created a demand for a sizing which may be applied effectively on the dry side.

STREET'S DRY SIZE is a concentrated liquid which is clear, extremely light in color and completely soluble in drycleaning solvents. It imparts the desired body and feel to those special fabrics which require a heavy size. It restores the original drape and style to drycleaned garments.

Makes high-style garments look like new

Methods of application

HAND SPRAY 4% solution, or approximately 5 ounces DRY SIZE per gallon of solvent or 1 ounce per quart. Observe recognized safety measures for spraying of volatile solvent.

IMMERSION BATH 2½% solution, or approximately 3 ounces DRY SIZE per gallon of solvent. Make up in drum in which garments are dipped, or in separate sizing tank from which solution is transferred to washer. Return sizing extractings to dip drum or sizing tank for re-use.

EXTRACTOR SPRAY 2½% solution, made up in a separate sizing tank and pumped through Street's Extractor-Rinse spray cluster, *following* the regular rinse of the 2-bath method. Return extractings to sizing tank rather than rinse or detergent tank.

NO-RINSE CHARGE 1% solution, used in washer-filter cycle in addition to 1% detergent in the standard no-rinse charged system. 1% is not sufficient size for many cottons and taffetas, but the high cost would make more concentrated solutions impractical in this method.

VARYING AMOUNTS The concentrations listed above are not compulsory, and more or less DRY SIZE may be used to meet individual conditions. The spray solution may be varied to any concentration between 3 and 6%, while the immersion bath may vary between 2 and 3%. The amount of sizing imparted to the fabric may also be influenced by greater or lesser amounts of extracting.

R. R. STREET & CO., INC.
INDUSTRIAL CHEMISTS SINCE 1870
561 W. Monroe St., Chicago 6, U.S.A.
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DS-235

Nicholson *steam trap* quality *gives you* . . .

extra stamina for severest service

Write, today, for your copy of new Bulletin 10-55—for detailed information.

Nicholson quality . . . throughout . . . means the extra strength, extra capacity, extra stamina that never let down. And, Nicholson quality pays off, when it comes to discharging condensate and air from cleaning and pressing steam lines and equipment . . . most efficiently, dependably, economically.

- **powerful valve action—big husky bellows.**
- **positive shut-off—finely ground valve and seat.**
- **high capacity—effective use of large orifice.**
- **each unit service tested—with steam.**

When less than the best won't do, specify Nicholson.

NICHOLSON

W. H. NICHOLSON *and Company*

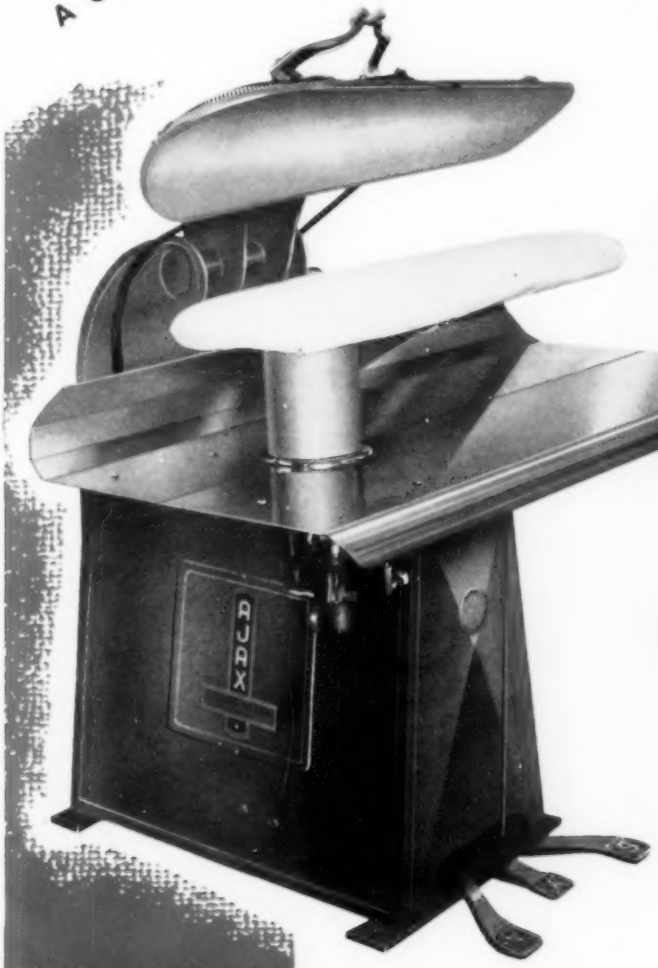
TRAPS • VALVES • FLOATS • METAL PARTITIONS
LAUNDRY, DRY CLEANING AND PRESSING MACHINERY

14 OREGON STREET, WILKES-BARRE, PA. • SALES AND ENGINEERING OFFICES IN 98 PRINCIPAL CITIES

THERE'S NO SUBSTITUTE FOR . . .

"designed simplicity"

A GREAT NEW FEATURE OF AJAX AIR OPERATED DRY CLEANING PRESSES



Exclusive, New!

PRESSURE DELIVERY UNIT requires no adjusting mechanism only one moving part.

SENSITIVE PRESSURE any desired pressure immediately for perfect finishing

TABLE LENGTH BAR CONTROL for operation with either hand or foot control.

What is "Designed Simplicity"? "It Is Modern Engineering Achievement!" . . . Achievement that has made Simplicity a part of the matchless all steel construction of every AJAX Air Operated Dry Cleaning Press. The result . . . Greater ease of operation . . . Longer efficient operation . . . Lower costs of maintenance. A truly great contribution to modern Dry Cleaning history.

MODEL DC-42
PATENT PENDING

FOR FURTHER INFORMATION . . .
phone, write or wire the AJAX Pressing Machine Corp. or see your nearest AJAX dealer.

AJAX PRESSES MANUFACTURED BY WESTERN LAUNDRY PRESS CO., SINCE 1929

AJAX PRESSING MACHINE CORP.
SALT LAKE CITY, UTAH

NEW PRODUCTS AND LITERATURE

Unipress One-Operator Unit

The Unipress Company of Minneapolis, Minn., has developed a new pants finishing unit for wash and work pants that can be operated easily and efficiently by a single operator. The Unipress "One Operator" unit, composed of two Unipress Model 1436 pants topping presses and one Unipress C-42 pants legging press, enables the operator to keep six pairs of pants in motion at all times.

The bucks on the Model 1436 press are of a special taper shape, allowing the operator to have two pairs of pants on the press at the same time. The special design of the Model C-42 permits quick pressing of two pants legs at once using each end of the buck. Simplicity of design and operation makes it easier to train operators and generally reduces fatigue, according to Unipress.

The exclusive Unipress Gliding Pressure feature moves the polished chrome heads over the pants in much the same manner as "hand ironing." Automatic pressure compensates for differences in thicknesses of material and affords uniform pressure for the life of the presses.

The presses that make up the unit are designed with a minimum number of moving parts. All the controls are located conveniently to the operator.

Stadham Offers Posters

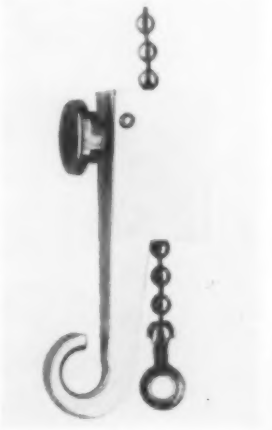
Stadham Co., Inc., 1825-31 N. 20th St., Philadelphia 21, Pa., is distributing to drycleaning and laundry establishments a vividly fluorescent-colored poster that reminds customers that "Clean Clothes Last Longer."

Complimentary posters will be sent on request to Stadham.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

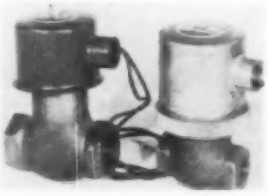
Little Joe by Keyes-Davis



Manufacturing and sales rights have been secured by The Keyes-Davis Company of Battle Creek, Mich., from Elliott Rabe Company to produce "Little Joe," the adjustable garment holder that is helpful at presses, spotting table and repair bench. Little Joe has been out of the market for a year but is now again in production.

The product is a chrome-finish adjustable hook, mounted on a 5-inch beaded chain. Fingertip control sets it at desired height. Little Joe holds garments off the floor during pressing, spotting and repairing.

New Honeywell Valve



A soft-seated, solenoid-operated, floating-piston valve for a wide range of industrial liquid or air control applications has been developed by Minneapolis-Honeywell Regulator Company. It is especially designed for use in humidification, irrigation, sprinkler and drycleaning and laundry equipment, as well as for the textile, chemical and other processing industries.

The valve is manufactured in two sizes—½- and ¾-inch—and can be equipped with either a conventional rubber seat or with a Teflon seat for oil applications. Either general purpose or explosion-proof housing is available. Shown at left is ¾-inch model with general purpose housing. At right is ½-inch type with explosion-proof housing.

The valves (designated V4019A and V4019B) are U. L. approved and are rated at 115, 208 and 230 volts A.C. Maximum operating pressure is 100 psi and 1¼ psi drop is needed for full flow.

Wilson Spotting Bottle

A new plastic dispenser bottle to facilitate the use of ExGo in removing silver nitrate stains has been developed by A. L. Wilson Chemical Co., Kearny, N. J.

The polyethylene bottle holds 6 ounces of ExGo and has a dripless spout. ExGo is said to be a one-step remover of stains from X-ray and photo developer fluid, argyrol and other silver-nitrate-base stains, and iodine.

Users of the remover may obtain the new dispenser bottles free from Wilson field representatives or jobbers.

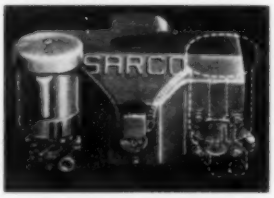
1956 Chevrolet Trucks

A six-speed automatic transmission that promises a significant advance in safety and vehicular control leads the list of developments to be introduced on Chevrolet's more powerful and versatile truck fleet for 1956.

Designed to meet virtually every specialized truck requirement, the new line of 65 models available on 15 different wheelbases features: automatic transmissions for all models except school buses; more powerful V8 and six-cylinder engines; safety advances, including new sealed-beam headlights, an optional governor for the high-powered truck V8 and a hydraulic retarder that is part of the Powermatic mechanism augmenting the regular braking system; tubeless tires as standard equipment on all models; high-capacity coil-spring clutches with multispring design, standard with all truck V8 engines; redesigned interiors and an exterior that further emphasizes the "load pulling" look of the 1956 models.

Shown above are two popular Chevrolet light-duty models, the 1-ton panel at left and its 1½-ton counterpart.

Sarco Condensate Pumps



New Sarco Type S Condensate Pumps have been added to the company's complete line of condensate and vacuum pumps. These close-coupled, bronze-fitted pumps are furnished with a 12-gallon cast-iron receiver, have a capacity of 3,450 r.p.m.

Easy to convert from single to duplex, the pumps feature a low 7½-inch inlet, mechanical

wool and dynamically balanced

Pennsalt Mothproofing

fabric belt design is said to

New Divcos Take

PREPARE NOW TO COMBAT

summer perspiration

Wetcleaning is your most costly enemy

The plantowner most likely to make an attractive profit this summer is the one who is scientifically equipped to remove perspiration in the charge system *without* wrinkling or shrinkage.

Your customers don't like wetcleaned garments because some of that "*like-new*" look is lost.

Your finishers don't like wetcleaned garments because of the greatly added burden in producing a satisfactory job.

Your auditors don't like wetcleaned garments because of the reduced profits which they reflect in your balance sheet.

Production costs soar with wetcleaning

Think of it! Your production cost for labor alone is increased by approximately 12¢ for each pair of wetcleaned trousers, and 19¢ for each wetcleaned dress. Percentagewise, the savings in production costs are amazing when wetcleaning is virtually eliminated.

Obviously, the shortest cut to increased profits and more satisfied customers is to prepare right now for the handling of summer clothing which has been stained by perspiration.

3/10% moisture level removes perspiration

It has been proven that a 4% charge containing 3/10% moisture will remove 66% more water-soluble soil than a 1% charge containing 8/100% moisture. Now science has provided the drycleaner with an accurate and automatic technique for maintaining the desired 3/10% moisture in the 4% charge. Three years of commercial experience in over 4,000 of North America's leading plants have proven conclusively that STREET'S ELECTRONIC CONDUCTIVITY CONTROL is capable of introducing just enough moisture during the cleaning operation to maintain the desired 3/10% concentration in the detergent charge.

This 3/10% of filterable moisture is continuously flushed through the soiled fabrics and brings about the long sought near-elimination of wetcleaning.

Absorption of moisture by garments also controlled

But how about the moisture in the cleaned garments? If the garments absorb enough moisture to cause wrinkling and shrinkage the very purpose of the operation is defeated. Elimination of wetcleaning is of little moment unless it in turn eliminates the customer dissatisfaction and increased finishing costs associated with wetcleaning.

Again science has solved an intricate problem. Now it is possible to control the *absorption* of moisture by *fabrics* as accurately as the CONDUCTIVITY CONTROL controls *retention* of moisture by *solvent*. As a result of comprehensive research pertaining to micelles in non-aqueous solutions, STREET'S selected from hundreds of available detergent compounds FORMULA 886 which, in a 4% charge with 3/10% moisture, forms lipophilic micelles of the desired structure. These micelles release to the fabrics being cleaned precisely the same amount of moisture as the same fabrics would absorb from atmosphere if hung individually long enough to reach equilibrium in a room conditioned at 70 to 75%.

This phenomenon resulting from the controlled release of moisture from the micelles to the fabrics precludes any chance for wrinkling or shrinkage. The near-elimination of wetcleaning of summer garments is accomplished with *complete safety*. Your customers will be happy, your finishers will be happy, and at summer's end your auditor will present you with a balance sheet that will make you still happier.

The only dual control for absorption and retention

The technique for simultaneously controlling moisture retention in the charge solvent and moisture absorption by the cleaned garments is identified as the MYCEL process. The MYCEL process was invented and perfected by STREET'S research staff. It is the only technique known to science or industry which provides a constant 3/10% moisture level in the solvent while simultaneously limiting the absorption of moisture by fabrics to equal 15% on the basis of dry weight of rayon. Reduced to simple language, the MYCEL process offers the only means of removing water-soluble soil with controlled safety.

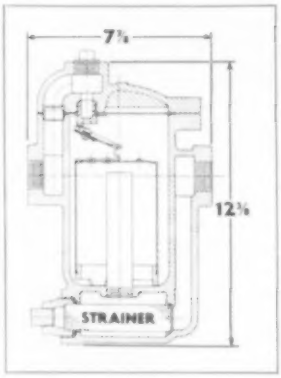
Prepare now for the profitable handling of perspiration-stained summer garments. For consultation with a trained field technician write to R. R. STREET & CO., INC. who will also supply a copy of *NID Bulletin F-14* showing graphs and tabulations which explain and illustrate the dual control of absorption and retention.

MP-242 Copyright 1956 R.R. Street & Co. Inc. 561 W. Monroe St. Chicago 6, U.S.A.

seal and dynamically balanced enclosed bronze impeller. No sub-base is required. The pumps may be taken apart easily by the removal of three bolts.

Sarco Bulletin No. 1460 describing the new pumps is available from the Sarco Company, Inc., Dept. P., Empire State Building, New York 1, N. Y.

New Armstrong Model



The new No. 883 integral strainer steam trap is the largest model of the four such cast semi-steel traps manufactured by Armstrong Machine Works.

The integral strainer protects the trap from harmful sediment, scale or other foreign particles that may be present in steam lines.

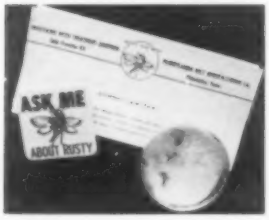
The new trap is for use at pressures up to 250 p.s.i.g. Capacity is 3,500 to 4,400 pounds per hour of condensate. The side inlet, side outlet, screwed pipe connections are furnished either ¾ inch or 1 inch. The standard screen material is stainless steel, perforated .045-inch-diameter holes, 226 per square inch. Other screen materials are available.

A data sheet on the No. 883 integral strainer steam trap is available on request to Armstrong Machine Works, Three Rivers, Mich.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Pennsalt Mothproofing Campaign



Sales promotion material for Pennsalt's spring mothproofing campaign includes a roguish animated cartoon moth named "Rusty" and an exhibit containing live moth larvae. The materials will give support to plants using Pennsalt's mothproofing sour, Erustocide.

Rusty, appearing on sample press releases, direct-mail literature, radio and TV spot announcements, bundle inserts, counter stands, local newspaper ads and an attention-getting routeman's button, is the central theme of the campaign designed to help sell more blanket business.

Routemen will wear a large button bearing the message, "Ask Me About Rusty," and will carry the live moth exhibit, sealed in clear plastic and containing a piece of blanket wool, half of which is treated with Pennsalt Erustocide.

Excelsior-Rinn Callveyor

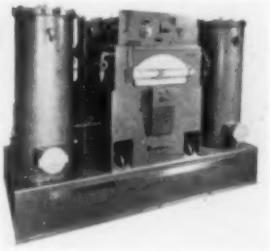
Using a lifetime fabric belt instead of the conventional metal chain assembly, the new Excelsior-Rinn Callveyor operates quietly and smoothly to increase sales and service at call-office counters.

Made by the Excelsior Machinery Company, the unit is comparatively lightweight yet has a greater load capacity and can be set up in a relatively short time. The construction is said to eliminate costly rigging and trucking.

The automatic Callveyor keeps 10 percent of the orders at the counter girl's fingertips and rotates at a speed of one foot per second when the foot pedal is touched, according to the company. Thus, on a 500-hook model, it takes only 25 seconds for the delivery of garments at the extreme end, Excelsior advises. The exclusive fabric belt design is said to eliminate clatter and the danger of lubricating oil spilling on finished garments.

Descriptive literature is available by writing to the Excelsior Machinery Company, 1452 Randolph St., Detroit 26, Mich.

New Manitowoc Two-Bath System



Manitowoc Engineering Corp., Manitowoc, Wis., has announced the availability of a new greater capacity two-bath drycleaning system. The unit, said to handle from 160 to 220 pounds an hour (with two 35-pound tumblers), incorporates a number of new features including a 75 g.p.h."No-Surge-Over" still, Twin-Disc Hydro-Sheave drive and automatic air controls.

The patented no-surge-over still is said to prevent contamination of distilled solvent by eliminating surging and foaming over. Diverti-Flo, another exclusive Manitowoc feature, further protects solvents by sealing off the rinse and soap solutions from each other during operations, according to the company.

The Twin-Disc Hydro-Sheave drive provides a fluid coupling instead of a clutch for the extract motor drive to give smooth, fast and shockproof acceleration and to prevent overloading on motor and machinery.

A Manitowoc-Olson tubular filter, with a 3,000 g.p.h. capacity uses highgrade Monel metal tubes to increase the filtering areas and eliminate pressure build-up.

In addition to these features, this model has Marlow self-priming centrifugal pumps, simplified operation with fully automatic air controls, separate washer motor and extract motor, two super-speed 36-by-30-inch tumblers and simplified filter cleaning. The unit can be purchased as a single-bath operation, if desired, with easy conversion to two-bath at a later date.

Additional information on these units may be obtained from Manitowoc.

New Divcos Take Heavier Loads

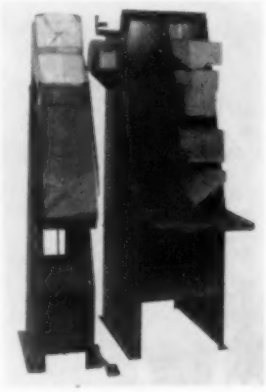
The availability of optional items like dual rear wheels, larger tires, heavier springs, heavy-duty axles and other components has enabled Divco Corporation, 22000 Hoover Rd., Detroit 5, Mich., to offer its new 130-inch-wheelbase model 42 Dividend Series in both standard and medium-heavy duty form.

The current production-line version has a rated gross vehicle weight of 7,000 pounds and now new optionals permit procurement of the vehicle in 10,000, 12,000 and 14,000 g.v.w.

In announcing the technical changes Roy H. Sjoberg, vice-president in charge of sales, declared this will enable dealers to widen their sales scope to include locations requiring medium-heavy weight loads. He added that the model now will be available with various axle ratios.

Hydrovac booster brakes are mandatory for all Dividend Series trucks of 10,000 pounds g.v.w. and over.

Mac Donald Scot Packer



Mac Donald Services, 8519 Germantown Ave., Philadelphia 18, Pa., has announced the introduction of "The Scot" packer, said to create a firm, protective, attractive and easily handled package.

The method costs less than others because the preformed units are easy to produce, use less material and 70 percent of the formation of the package is completed, according to the manufacturer. It is said to be adaptable to any system of workflow, to have low initial cost and low maintenance, and to require no source of power other than the operator.

The Scot Packer One Hundred Line for shirts, wearing

Continued on page 105

MYCEL

CONTROLLED *drycleaning*

employing the micelle* principle

with Formula 886
Electronic Conductivity Control
Separate Purified Rinse

for perspiration removal without wrinkling

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety.

This is because the MYCEL process provides two constants which never before were attainable:

- Constant moisture level in solvent
  Based on 3/10% of all solvent in charge.
- Constant moisture absorption by fabrics
  Based on 15% dry weight of rayon.

A research report released by a neutral source shows that 3/10% moisture in a 4% charge removes 66% more water-soluble soil than 8/100% moisture in a 1% charge.

STREET'S CONDUCTIVITY CONTROL provides automatic introduction of moisture at intervals during each cleaning cycle so as to maintain a constant moisture level equal to 3/10% of solvent.

Result: *Near-elimination of wetcleaning.*

When the 3/10% moisture is solubilized by a 4% charge of STREET'S FORMULA 886, lipophilic micelles are formed which control the release of moisture. These micelles provide constant moisture absorption by fabrics equal to that which the same fabrics would absorb from atmosphere conditioned at 70-75% relative humidity.

Result: *No wrinkling or other distortion of fabrics.*

N.I.D. FELLOWSHIP BULLETIN F-14 supplies graphs and tabulations which illustrate the dual control of 3/10% moisture level in solvent and the constant moisture absorption of fabrics equivalent to 70-75% R.H. Write to STREET'S for free copy of F-14 and for conference with a field technician highly trained in the MYCEL process.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, U.S.A.

MP-244 Copyright 1956

And, if you stop to figure operating costs, the Braun Unit Kleen will actually cost less — far less — than any similar machine . . . and will continue to deliver top quality dry cleaning for years after other machines have outlived their usefulness.

Even the most meticulous of drycleaners find that Braun Unit Kleen exceeds their strictest standards of quality with amazing results at top production speeds. Let us *prove*, to your satisfaction, how Braun Unit Kleen's famous "Triple Action" (big-drop, wet-rub and squeeze) gives a proven* 96.7% soil removal, with pass-ups as high as 95%, and still saves you money, because . . .

YOU SAVE ON LABOR COSTS

One man does the work of three on easy-to-operate Braun Unit Kleen. You'll get *extra* savings, thru reduction of spotting and wet-cleaning operations. Washroom conditions are healthier and more pleasant. Operator fatigue is cut to a minimum, for happier, more efficient workers, and reduced personnel turnover.

YOU SAVE ON OPERATING COSTS

Braun Unit Kleen offers better solvent recovery with extra-large outlets and high speed extraction for top economy operation. Because it requires only one-half the space of comparable equipment, and because of its much faster operation, you triple your output without adding one square foot to your present washroom.

YOU SAVE ON MAINTENANCE COSTS

Braun Unit Kleen maintenance costs are unbelievably low. Extra-heavy construction and extra-careful engineering give smooth acceleration without vibration or stress. Only standard parts are used. Every Braun Unit Kleen is backed by the integrity and skill of Braun's expert service staff . . . always at *your* service.

THERE'S A BRAUN UNIT KLEEN IN *EXACTLY* THE RIGHT CAPACITY AND IN *EXACTLY* THE RIGHT DEGREE OF 'AUTOMATION' TO FIT *YOUR* NEEDS!

G. A. BRAUN, Inc. Dept. 54
Empire Bldg.
Syracuse, N. Y.

Gentlemen: I want to learn how the Braun Unit Kleen can deliver top quality work and still cut my expenses.

☐ Please send me additional information.

☐ Please have your representative call, without obligation, of course.

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Write Today For Full Information

G. A. BRAUN, INC.

EMPIRE BLDG.
SYRACUSE 2, NEW YORK

*Anderson-Prichard Report 33479

BEAT THAT SUMMER SLUMP

with

DRYCON

THE CONCENTRATED DRY SIZING YOU CAN USE RIGHT IN THE WHEEL

...pays for itself through reduction in finishing time

Here are the principal reasons why it will pay you to use DRYCON:

1. DRYCON restores sizing in garments equal to the finest mill finish...this means finished work of superior quality.
2. DRYCON-sized garments finish considerably faster than unsized garments...this means money saved.
3. DRYCON will size garments right in the wheel by merely adding a few ounces prepared DRYCON STOCK during the last few minutes of the cleaning cycle. This will save considerable time and labor during the summer months when you are running straight loads of easily de-sized garments such as cottons, slacks, rayons, acetates and pure silks.

DRYCON can also be used by the dip method, spray method or any other conventional method of dry sizing.

DRYCON has an entirely different formulation from any other dry sizing on the market. When used in the wheel, it will not build filter pressure and will not affect or react with any type of drycleaning soap...nor does it stick to iron, press or wearer.

DRYCON is the finest dry sizing ever produced...just in time for the Summer months when you need it most. Return garments with that crisp new look they had when they were bought...and increase your drycleaning sales.

DRYCON is the perfect product on which to base a Summer Cotton Promotion.

Made by the Manufacturers of

SACON • **RSR**

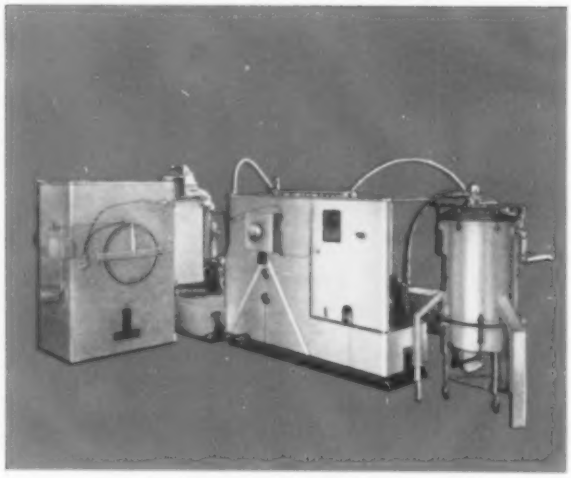
WATER SOLUBLE SIZING — SPOT REMOVAL IN THE WHEEL

The manufacturing facilities, the laboratory skills, the integrity of the house...stand behind all products of Wallerstein Research

WALLERSTEIN COMPANY INC. • 180 Madison Avenue • New York 16, N. Y.

Any way you figure it . . .

Parker Dye Works saved when they switched to Truclor 2-bath cleaning!



American Truclor 2-Bath Perchlorethylene Unit gives Fairmont, W. Va., dry cleaner these important results, taken from plant's records of an entire year's operation.

Solvent – costs cut to 1c per pound

Supplies – costs reduced to ⅔c per pound

Labor – $2000.00 per year saved

Spotting – down 20%

Wetouts – reduced to absolute minimum

Floor space – saved 600 square feet

Workflow – overtime now only in peak seasons

And quality is at an all-time high!

American Model 60 Truclor 2-Bath Unit will produce up to 125 pounds of cleaning per hour – and with maximum savings in labor and supplies. Can be used with super-strong soap solution for efficient, thorough cleaning.

Built-in above-ground solvent tanks, no special foundation required – makes installation easy. Separate filters for both wash and rinse baths, and continuous distillation of rinse bath, keep solvent exceptionally pure for finest quality cleaning. For complete information, call your American representative or write.

American Cleaners Equipment Company • Cincinnati 12, Ohio

DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY

■ *"One man alone* in the cleaning room handles the whole job, and it used to take two" . . . reports Howard G. Boyers, owner of Parker Dye Works, a fast growing dry cleaning establishment in Fairmont, W. Va., offering both route and drive-in service. One American Truclor 2-Bath Unit replaced a 30″ x 48″ washer, a 30″ x 40″ washer, a 175 GPH still and two 36″ tumblers.

"We can recommend the American Truclor unit to any plant owner," Mr. Boyers writes, "and are certain it will produce better quality work at less cost. American field men and engineers working with us on the installation of this unit—gave us most satisfactory service."

Howard G. Boyers, owner of Parker Dye Works

You can expect more from American

Ace Co.

in the

AWARD WINNING

NU-PRO

FAMILY

of

OUTSTANDING

PRODUCTS

THE PARENTS INSTITUTE

Commendation Seal

After careful testing, NU-PRO and NU-LUS products have been awarded seals by the laboratory of America's leading home service magazine.

This award recognizes the quality of NU-PRO Products, and offers assurance of their superiority. It gives you a ready-made market of faithful customers who prefer, look for, and buy products that have this coveted seal.

CHARGIT

POWERFUL DETERGENT FOR USE IN CHARGE SYSTEMS

...the SUPER-CHARGE of all charge soaps that:

• IS FAST ACTING • ELIMINATES DISTILLATION TROUBLE • AFFORDS EXCELLENT SOIL REMOVAL • REDUCES SPOTTING AND WET CLEANING • DOES NOT RING IN SPOTTING • DOES NOT CAUSE FILTER PRESSURE • LEAVES NO ODOR AND IT IS ECONOMICAL

HYGIENIC CLEANING ASSURED

The odorless 'CHARGIT' System by NU-PRO effectively removes fiber destroying soil, thereby prolonging the life of the garment. Garments look better, feel better, and wear better, cleaned by the NU-PRO process.

SEE YOUR NU-PRO JOBBER . . .
FIELD MEN WILL DEMONSTRATE . . .
OR WRITE US DIRECT FOR FULL DETAILS

NU-PRO MFG. CO.

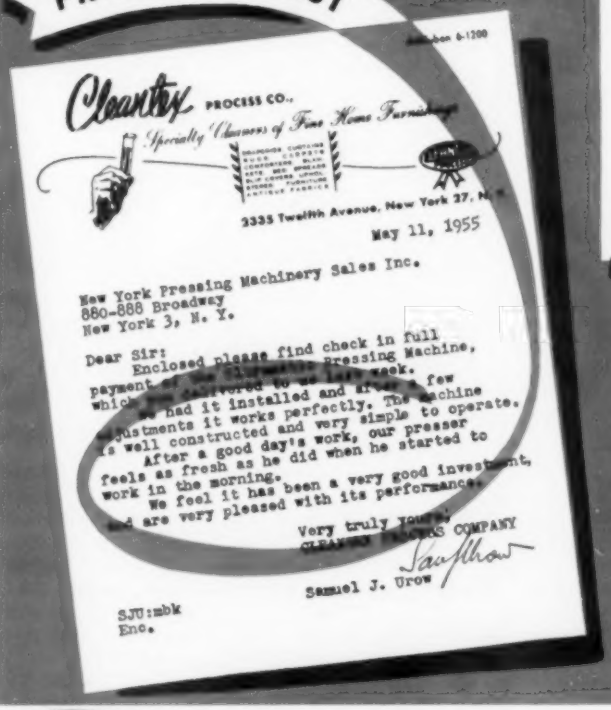
2918 WASHINGTON AVE. • ST. LOUIS 3, MO.

Easier

The NEW YORKER ULTRAMATIC IS PROVED

SIMPLE...yet FULLY AUTOMATIC

PROVED by TEST



Cleantex PROCESS CO.
Specialty Cleaners of Fine Home Furnishings
2335 Twelfth Avenue, New York 27, N. Y.

May 11, 1955

New York Pressing Machinery Sales Inc.
880-888 Broadway
New York 3, N. Y.

Dear Sir:
Enclosed please find check in full payment of [illegible] Pressing Machine, which [illegible] last week. [illegible] few [illegible] had it installed and after a few adjustments it works perfectly. The machine is well constructed and very simple to operate. After a good day's work, our presser feels as fresh as he did when he started to work in the morning.
We feel it has been a very good investment, and are very pleased with its performance.

Very truly yours,
CLEANTEX PROCESS COMPANY
Samuel J. Urow

SJU:mbk
Enc.

NEW YORKER ULTRAMATIC

Fully Automatic Air-Operated Dry Cleaning Press

- Eliminates all buttons and operating levers.
- One small pedal starts and completes the entire operating cycle.
- Eliminates entirely lifting of hands to operate steam and pressure.
- Pre-set automatic sequence insures uniform quality.
- SAFE (Approved by N. Y. State)
- There is nothing to teach green help except the correct lay of the garment.

ULTRAMATIC is available in over 300 models.

NEW YORKER

AGENTS IN ALL PRINCIPAL CITIES

NEW YORK PRESSING MACHINERY CORP.

880-888 Broadway (Cor. 19th St.) N. Y. 3, N. Y.

"Builders of Better Pressing Machines For Over 45 Years"

FACTORIES: Paterson, N. J. • New York, N. Y.

New York Pressing Machinery Corp.
880 Broadway, N. Y. 3

Please send me FREE illustrated Catalog, Price List and Nearest Dealer.

Name.....
Title.....
Firm.....
Address.....
City..... Zone..... State.....

NCD-4-56

Better, Easier
SPOTTING
with Warco's
PRE-OIL-BREAK

Try the world's finest spotting agent

One trial spotting with this famous product and you'll be convinced of its superior properties. You'll find it unequalled for the quick removal of oxidized oils, greases and many other stains hitherto considered "untouchable". Water rinsing. Just the thing for spotting board. Comes in quarts and gallons. Order from your jobber today.

SEND FOR FREE SAMPLE TODAY

Warco LABORATORIES
1636-40 W. Vernon Ave., Los Angeles 37, Cal.
Post Office Box 62066

N

GENTLEMEN Please send 2 oz. sample of PRE-OIL BREAK. I am enclosing 25c in coin to cover the cost of handling and postage.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

SIGNS of the TIMES

Management Aid: "Records Retention in Small Business" is the subject of No. 70 in the series, Management Aids for Small Manufacturers, issued by the Small Business Administration. Robert A. Shiff, president of the National Records Management Council, Inc., New York, N. Y., explains how to develop a records retention schedule and how to operate under it.

Copies of the Aid are available free from field offices and Washington headquarters of the SBA.

# #

What's in a Name? A goodwill-building opportunity, for one thing. Spic and Span are two pure-white llama babies that "look so soft and clean, like fresh laundry" to Edward Miller, president of the drycleaning firm of the same name, that he pledged them to the new Children's Zoo in Milwaukee, Wis. The $1,000 gift was added to the pledges already received by the Milwaukee Zoological Society in its $300,000 campaign to populate the new zoo when it is completed.

But Mr. Miller doesn't plan to stop here. There are future generations to consider and so the company will subsequently provide young replacements for the pleasure of equally young children with well-washed hands.

# #

Public Service: B&M Cleaners, Stillwater, Okla., managed by Marvin Gilkison, recently donated one day's cleaning proceeds to the new city-county health unit fund.

Verlin L. Pulley, owner of Capitol Varsity Cleaning Co., Oxford, Ohio, has been named a Citizen of the Year (1955) for his contribution to the town's civic welfare. Mr. Pulley was mayor of Oxford from 1936 to 1940 and was instrumental in obtaining PWA aid in building the town hall. He was chairman of the Oxford Armed Forces "Salute the Teachers" program last spring.

Ralph J. Edsell, Sr., chairman of the Non-Partisan Nominating Committee for the election of a trustee for the Peninsula Public Library of Union Free School District No. 15, has announced that Arthur Copeland, drycleaning operator in Cedarhurst, Long Island, N. Y., was unanimously recommended for renomination.

Schenectady Fabrics Meeting: A dinner initiated by the Schenectady-Scotia (N. Y.) Cleaners and Dyers Association and organized by a committee composed of S. Silverman, United Cleaners, C. Kleiman, Ball's Cleaners, and S. Bennett, Henry's Cleaners, was recently sponsored by the Better Business Bureau of the Schenectady Chamber of Commerce. About 60 people attended, including guest representatives of department stores and ladies' ready-to-wear shops. The showing of the drycleaning sound-color film, "After the Ball Was Over," was followed by a talk on fabrics and fibers by W. Seitz, director of the New York School for Dry Cleaning. Announcement was made that the association had subscribed to a special series of bulletins issued by the NID and intended for retail merchants.

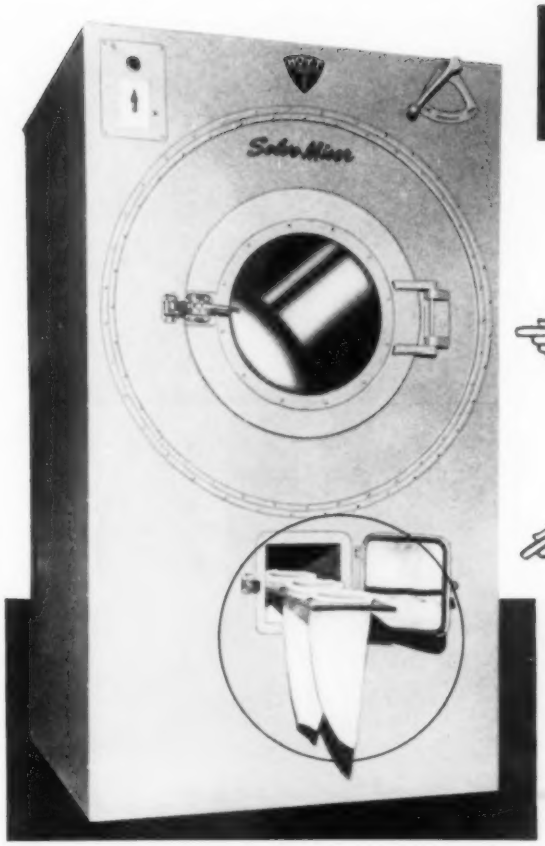
E. A. Palmer, manager of the Schenectady Chamber of Commerce, acted as toastmaster and moderator. At the speaker's table were R. Welpott, president of the Chamber of Commerce; D. Roberts of the Retail Merchants Bureau; E. Wilkins of the Better Business Bureau, and J. Ottati, president of the local cleaners association.

# #

Canadian Publication: The Dominion Board of Insurance Underwriters has announced Canada-wide distribution of the first edition of its "Standards for Dry Cleaning Plants," said to be the authoritative standard for the recommended fire prevention and control practices in drycleaning and dyeing plants.

Designated Standard No. 32, it may be used as the basis for the design of buildings intended for the housing of cleaning and dyeing equipment and gives minimum requirements for its installation. Developed by a committee of the National Fire Protection Association International, it was adapted for publication in Canada by the Dominion Board.

Standard No. 32 is available free on request to the Dominion Board of Insurance Underwriters, 460 St. John St., Montreal; the eight Regional Underwriters' Associations, or Underwriters' Laboratories of Canada, P. O. Box No. 38, O'Connor Postal Station, Toronto, Ont.



Solvo-Miser®

Added Dollar-Making Features . . .

BIGGER BASKET

Over 37″ diameter. Greater drop gives faster drying and better cleaning due to increased flexing of fabrics.

THREE-LINT-BAG TRAY

Pulls out and can be cleaned in a matter of seconds assuring tops in reclamation and fast drying.

In addition to doubling . . . or more than doubling . . . your production, you get these features as a bonus when you buy a Super Fast Solvo-Miser.

Solvo-Stat

Stops Your Solvent Problems

The Solvo-Stat contains a refrigerating unit and automatically maintains solvent (perc or petroleum) at the *proper* temperature you desire. It *refrigerates* or *heats* the solvent as required—protects the quality of your work, saves man-hours, makes money for you and keeps your customers happy *throughout the year*. Small and compact.

Fully guaranteed.

Write

HOYT

FORGE ROAD • WESTPORT, MASS.

HOYT MANUFACTURING CORPORATION

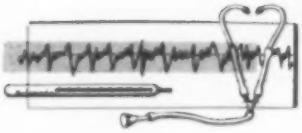
PROSPERITY CABINET SHIRT FINISHING UNIT

A MAN CAN ROAST THAT YOUR

PROSPER WITH PROSPERITY

now... more than ever...

PROSPERITY QUALITY EQUIPMENT, KNOW-HOW AND GUIDANCE TAKES POSITION IN THE FOREGROUND



THE MacINTOSH SURVEY* GAVE YOU THE DIAGNOSIS

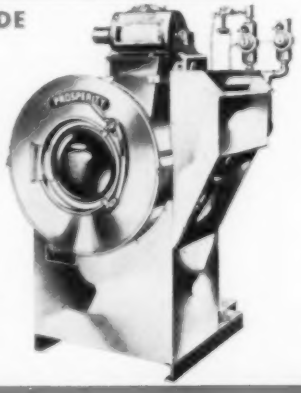
The MacINTOSH SURVEY and findings of the BUREAU of LAUNDRY and DRY-CLEANING STANDARDS make it apparent . . . yes *imperative* that the industry must offer:

- Higher quality washing
- Finer finishing of sport and dress shirts
- Improved and square-finished flatwork
- Special attention to wearing apparel finishing
- Neat folding and packaging
- Fast service and no shorts or mix-ups

PROSPERITY GIVES YOU THE REMEDY

Rx PROSPERITY 25-POUND INDIVIDUAL PRODUCTION WASHERS

QUALITY WASHING THAT SATISFIES HOUSEWIVES' PERSONAL PRIDE



Reasons Why You Can Wash Better and More Economically:

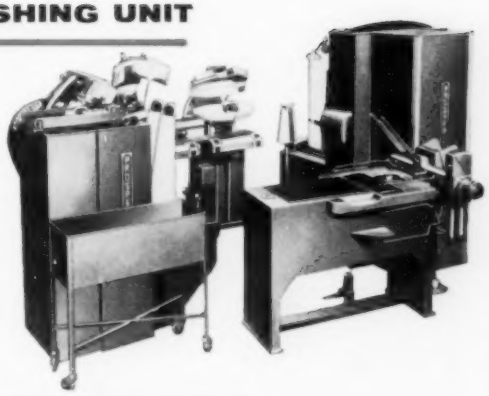
- You can get top efficiency, greater economy and continuous production in washing family and bachelor work. There's no waiting for large washer pay loads. You get immediate service in the proper washing of all-type loads that favors a steady, moving production flow.
- And two-speed washing . . . a fast, short cycle for light soil, special formulas for heavy soil, fugitives, etc. No-shrink, no-damage washing for woolens and delicate fabrics.
- You can set up fast-handling 25-pound battery washing to meet your needs: fully-automatic, semi-automatic, and manual machines for either high-speed, low-speed or combination washers.

* IF YOU DO NOT HAVE THE FACTS ON THE MacINTOSH SURVEY

PROSPERITY CABINET SHIRT FINISHING UNIT

A MAN CAN BOAST THAT YOUR SHIRT FINISHING IS THE FINEST

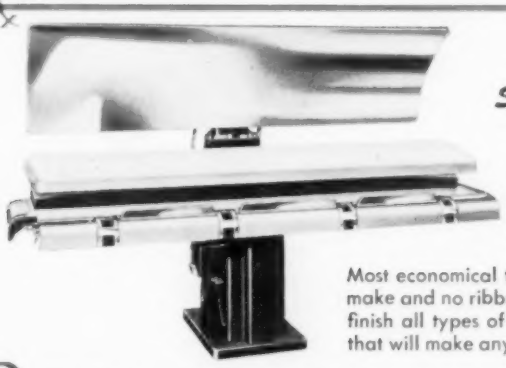
Why Not Share Prosperity's Prestige in Shirt Finishing?



Moulded-to-shape, fully-dried collar. Form-pressed yoke that blends with the body. Flat, wrinkle-free buttonhole strip and plackets. Bosom finish on sleeves and smooth cuffs. Overlapping, lustrous body and back . . . and precision machine folding.

Quality shirts from the beginning and up to 100 shirts per hour.
Wire or write for literature on the Prosperity Cabinet Shirt Unit and the Prosperity Complete Shirt Department.

PROSPERITY Air-Operated FLATWORK PRESSES



ANY HOUSEWIFE CAN TELL ANOTHER THAT YOUR FLATWORK FINISHING IS "PERFECT"

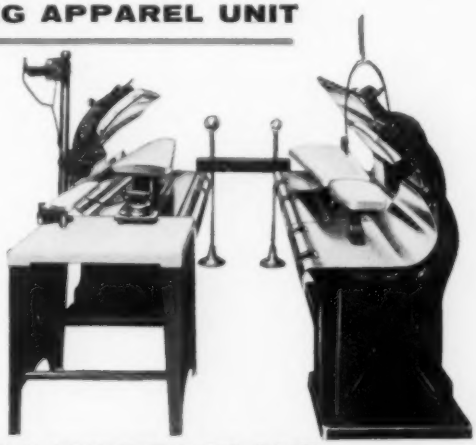
Square-As-A-Die Finishing. No Shiny Hems. No Crow's-Feet. No Dog Ears. and No Ironer Ribbon Marks

Produce a beautiful, lustrous finish on fancy table cloths, napkins, guest towels and all special linens. No draw, stretch or pull on fabrics.

Most economical to operate in intermittent or continuous service. No adjustments to make and no ribbons to maintain. Light finger-tip operation. Two operators can press-finish all types of flatwork with maximum efficiency . . . a beautiful flatwork service that will make any housewife happy.

PROSPERITY All-Purpose WEARING APPAREL UNIT

WEARING APPAREL FINISHING THAT CAN BRING A HAPPY SIGH OF RELIEF TO ANY HOUSEWIFE

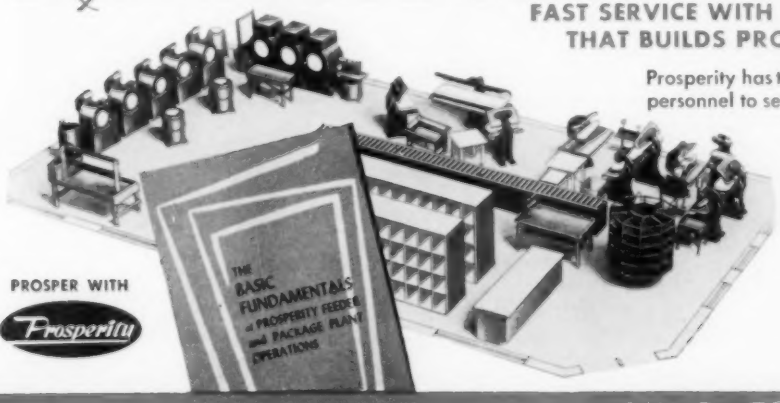


One operator at one station finishes every piece of wearing apparel, regardless of the type of material or the styling of the piece. Finishing costs in ironing wearing apparel have been cut 50%, and more, in many laundries using this unit.

Adapted to silks, wools, synthetics and mixtures. The most efficient, quality-finishing wearing apparel unit ever devised. Most adaptable styling in bucks . . . dry heat, steam and vacuum, puffer irons, sleeve board, spray gun and electric iron.

PROSPERITY *QUICK-SERVICE* PACKAGE LAUNDRY PLANT

FAST SERVICE WITH ON-TIME, FULL-COUNT BUNDLES THAT BUILDS PROFITABLE, INCREASING BUSINESS



Prosperity has the equipment, experience and follow-through personnel to set you up in actual operation.

Wire or write for data on Prosperity Quick-Service Laundries and your free copy of "The Basic Fundamentals of Prosperity Feeder and Package Plant Operations." It's the most modern application of machines and methods for fast service and profit.

PROSPER WITH Prosperity

The PROSPERITY Company Inc.
AUTOMATIC PRECISION PRODUCTION TOOLS for LAUNDRIES, SYNTHETIC CLEANING PLANTS and GARMENT MANUFACTURERS
Main Office and Factory, Syracuse 3, N.Y. Sales, Service and Parts in Principal Cities

WRITE THE PROSPERITY COMPANY, INC., FOR "MURDER WILL OUT"

DRY *dry cleaning!*

Super C METHOD

- - no moisture needed

- - no moisture used!

• • • Run blacks, whites and colors—hard and soft finishes—all together.

• • • You use no moisture whatever so you get no felting of soft wools—no shrinkage—no out-of-shape garments to explain.

• • • You extract at higher speeds so you save more of your solvent—and still you get no moisture-set extraction wrinkles.

• • • Pressing goes faster because you have no deep-set wrinkles, shrunken linings and disturbed sizings to fight.

• • • Super C pops spots up to the surface where they're easy to see—leaves no rings or soil spread.

• • • Use moisture-free Super C and you speed work, save labor costs, increase your volume and you get better cleaning than you've ever seen from a moisture soap. ORDER Super C from your Jobber now.

Here's how easy it is to use SUPER C...

First, determine how many gallons of solvent are in your system. Make sure that your solvent is in good condition—low in fatty acids and as water-white as possible. Add enough Super C to make a 2% charge. We show you how to maintain water-white 2% Super C charge with inexpensive treatments.

That's all there is to it...and you've eliminated most of the customer complaints that are caused by moisture systems.

QUALITY PRODUCTS

a product of **CALED PRODUCTS CO., INC.**

BRENTWOOD, MARYLAND

BUSINESS BUILDERS

DIRECT QUOTE from Butler synthetic unit user . . .

Joseph P. Flood (left) and Bernard J. Flood, Flood Bros. Textene Laundries, Inc., Long Island City, N.Y.

Bernard J. Flood of Flood Bros. Textene Laundries, Inc., Long Island City, N. Y., says: Quote. Our new Butler synthetic unit . . . has surpassed all our expectations. With the 2-bath unit we are turning out a truly clean and bright garment which is pleasing even our most "difficult" customers. Our spotting has been reduced to a minimum and we are now able to plan a perfectly balanced productive schedule.

Continue quote. In addition we are enjoying a very considerable saving in solvent and are realizing freedom from mechanical problems and tie-ups.

Continue quote. The Butler synthetic unit, all in all, has been the answer to all our problems, which were considerable. End quote.

WRITE TO THE OFFICE NEAREST YOU FOR FULL INFORMATION

BUTLER
Our 55th year

BUTLER MANUFACTURING COMPANY

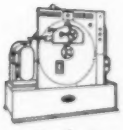
7452 East 13th Street, Kansas City 26, Missouri
Dept. 13, Room 602, 103 Park Avenue, New York 17, N.Y.
Dept. 23, 1858 Cheshire Bridge Road, N.E., Atlanta, Ga.

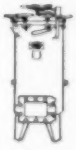
Manufacturers of Oil Equipment • Steel Buildings • Farm Equipment • Dry Cleaners Equipment • Outdoor Advertising Equipment • Special Products

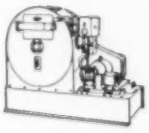
Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Houston, Tex. • Burlington, Ont., Canada • Minneapolis, Minn.

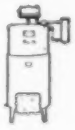
For a complete line of cleaning equipment—call ***BUTLER*** *first!*

Air and Manual Presses


Synthetic Units

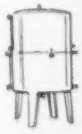

Filters


Extracting Washers


Stills

Tumblers

Reclaimers


Storage Tanks

Moths Picket Drycleaner

Picketing moths played a prominent part in a window display of the Great Eastern Cleaning Store on Eighth Street in New York City.

This window display graphically brought the firm's storage service to the attention of pedestrians on this well-patronized main shopping street of Greenwich Village. "We Must Unite" was the sign carried by one of the picketing moths. "Locked Out," said another sign, "by Great Eastern."

Rolling Call Office

A large bus, equipped with rails and storage shelves, operating as a route truck in the evening has worked like a charm for Brown Cleaning & Laundry, Houston, Texas.

The particular route serves a 3,700-unit housing project of about 20,000 people who are at home only evenings and on weekends. Raymond Brown, owner of the plant, devised the plan of using the bus, 8 feet wide and 40 feet long, to easily carry $2,000 in drycleaning, besides the pickups and laundry bundles. The bus is painted with white stars and flashy signs so it can be spotted blocks away.

"The idea has certainly proved the answer to cash-and-carry for a large housing project area," says driver Van Muenzenberger. "While we do not operate exactly as a rolling call office, parking at different spots at set times, we are, in fact, a call office for the area because we carry everything that is ready each day on all trips."

Children's Price List

At Saunders Superior Cleaners, Eugene, Oregon, there is a tape measure on the wall where orders are written up and work is priced.

This tape measure is used for all children's garments. They are measured, then the girl looks at a chart (box at right) worked up by the county association and gets the correct price.

"Since we put up the tape measure," says Merle Saunders, the owner, "we have not had one single question about price on repeat work. It used to be that we failed a good many times to charge the same price for the same garment when it came back to us. This naturally caused unpleasantness—but no more.

"The wall tape and posted price by inches is the best insurance I know against making a pricing mistake on junior's clothes."

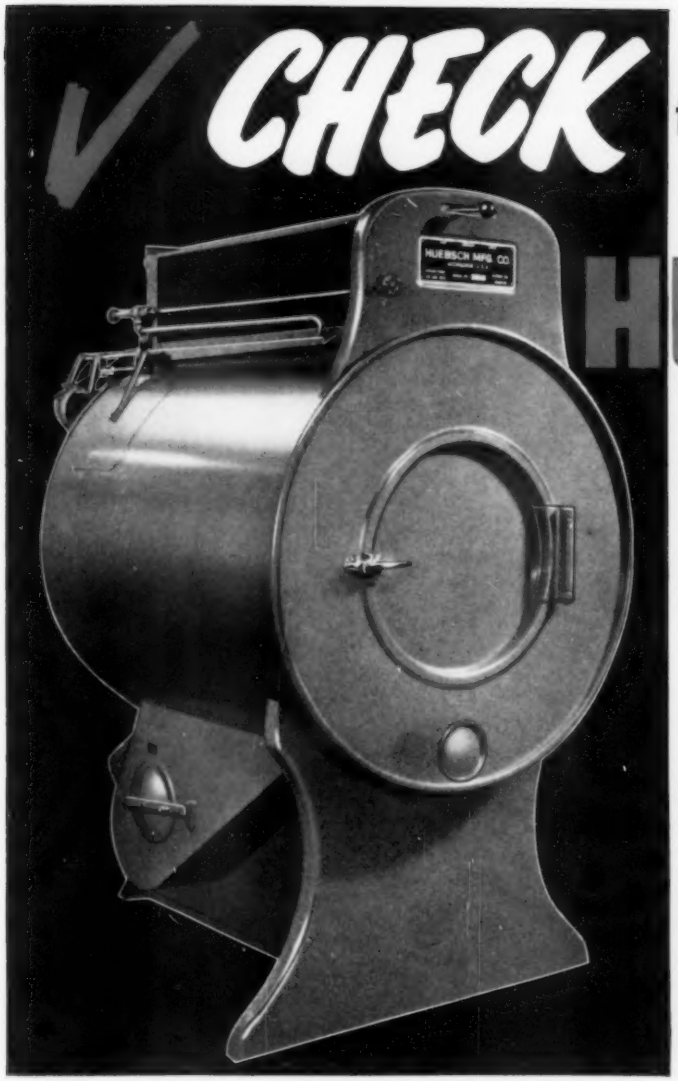
CHILDREN'S GARMENTS

	Cash-&-Carry	Del.
Dresses and Coats:		
15 to 18 inch length	.75	.80
18 to 21 inch length	.85	.90
21 to 24 inch length	.95	1.00
24 to 27 inch length	1.05	1.10
27 to 30 inch length	1.15	1.20
30 to 33 inch length	1.25	1.30
33 to 36 inch length	1.35	1.40
Over 36 inches	1.45	1.55
Corduroy 10¢ extra; quilted coats 25¢ extra; waterproofing 75¢ extra; caps or hoods 25¢ extra; brushed wool 25¢ extra.		
Caps or Hoods Alone:	.35 up	.35 up
Skirts:		
10 to 18 inch length	.60	.65
15 to 20 inch length	.70	.75
20 to 25 inch length	.80	.85
Corduroy 10¢ extra; pleats, 2¢ each extra		
Pants:		
15 to 18 inch leg length	.60	.65
18 to 21 inch leg length	.70	.75
21 to 24 inch leg length	.80	.85
Suits (Boys' and Girls'):		
Double the price of the skirt or pants. Corduroy 10¢ extra; children's snow suits, 3-piece	1.25 up	
Sweaters, Blouses and Shirts:		
Small	.60	.65
Medium	.70	.75
Large	.80	.85
Jackets:		
Small	.70	.75
Medium	.80	.85
Large	.90	.95
Quilted 25¢ extra; corduroy 10¢ extra; hoods 15¢ extra; waterproofing 50¢ extra; reversible 25¢ extra		

PRESS ONLY'S

Coats:		
Overcoats	1.00	1.15
Tuxedo coats, white	.75	.85
Shirts	.50	.60
Military press	10¢ extra	
Suits	1.00	1.15
Tuxedo	1.15	1.25
Trousers	.50	.60
Tuxedo	.60	.70
Home washed garments, press only. Full cleaning and pressing price.		

CHECK the many features and advantages offered by HUEBSCH



DRY CLEANING TUMBLERS

- **SAFETY FEATURES!** Standard equipment includes explosion hatch . . . double-fused steam extinguisher valve . . . explosion-proof motor . . . padded ribs . . . static electricity steam spray . . . grounding connection.
- **OPEN-END DESIGN** assures fast, efficient loading and unloading.
- **STEAM COILS** of latest fin and tube construction.
- **NEW, EASILY OPERATED DAMPER** for regulating air temperature.

- **OVERSIZED PARTS** designed for added strength and long wear.
- **LOW IN COST** and economical to operate.
- **SIMPLE, EASY-TO-SERVICE.** All parts easily accessible.
- **CHOICE OF ANY COLOR** at no extra cost.
- **CHOICE OF FOUR SIZES:** 36″ x 18″, 36″ x 24″, 36″ x 30″, 42″ x 42″.

Ask your jobber for complete details, or write directly to

HUEBSCH MANUFACTURING COMPANY

3775 N. Holton Street • Milwaukee 1, Wisconsin

RELIABLE BRINGS YOU MORE!

cleaned by you

kept clean by International bags

They keep your dry cleaning jobs clean, well pressed . . . on the street, in the closet.

And they show that you take extra care, give extra service. But most of all, your selling message printed in bright colors on a well made International Bag is a walking, working ad for you.

Helps keep you established. Call your supplier today.

International Paper COMPANY
SOUTHERN KRAFT DIVISION
220 East 42nd Street, New York 17, N.Y.

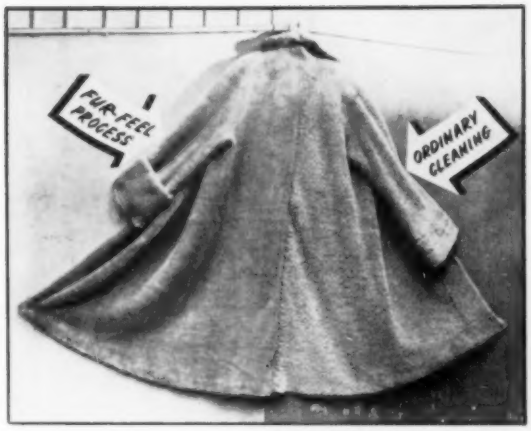
RELIABLE BRINGS YOU MORE!

NEW! GUARANTEED!

ORLON DYNEL FUR-FEEL

PILE FABRIC PROCESS

FUR-FEEL is the nationally franchised, guaranteed method for processing pile fabric coats. It rejuvenates and restores Orlon-Dynel to look better than new, feel better than new . . . and crush resistant, too! Reliable is a co-developer of the FUR-FEEL process.



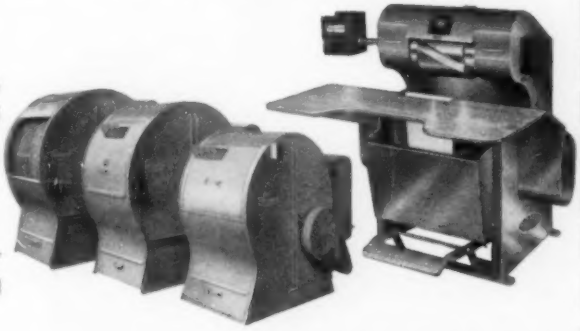
(UNRETOUCHED PHOTO)

FUR CLEANING

It's the first step in assuring greater volume and profits for all plants. Reliable engineered wood-lined drums and cages provide safe, proper fur cleaning.

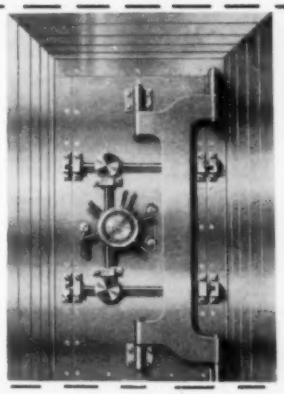
FUR GLAZING

Reliable's EL-25 furnishes an all-important beauty factor that adds new lustre to fur garments. Patented, produced only by us.



FUR & GARMENT STORAGE

Inch for inch of plant space use, no other service produces a more profitable return. Reliable fur and garment storage vaults can pay for themselves in one season. They assure year round income from fur, cloth garment, rug and box storage . . . and they're guaranteed for absolute protection against moth damage, mildew, high temperatures and stale air.



"YOU CAN RELY ON RELIABLE"

See Your Jobber or Write Direct

RELIABLE

RELIABLE MACHINE WORKS, INC.
231 EAGLE ST., BROOKLYN 22, N. Y.

RELIABLE MACHINE WORKS, INC.
231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: ☐ Please send me full details on the *FUR-FEEL PROCESS*.
☐ Please send all information and literature on fur and garment storage and fur cleaning and glazing.

Name_____
Address_____
City_____ Zone_____ State_____
Jobber's Name_____

VIC

the king of the cleaning machine industry

Mr. S. Mirin
OWNER
WOODMOOR
CLEANERS
Silver Spring
Maryland

Washington D. C. Dry Cleaner startles the industry!

Goes "Self Service"*

WITH FAMOUS

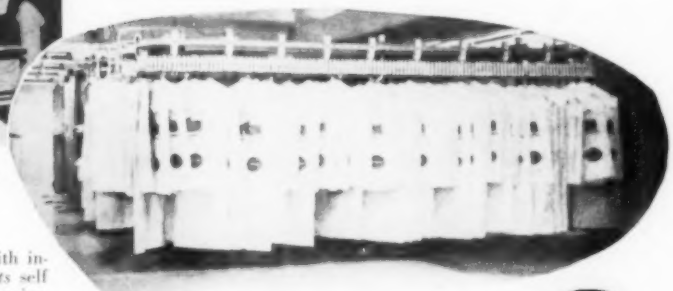
B & G DIAL-A-MATIC Conveyor System

Here is front view of Woodmoor Cleaners, talk of Washington

Here you see the fast, efficient "check-out" system at work

- ★ **Doubles over-the-counter volume in just a few short months**
- ★ **Serves unprecedented flow of new customers**
- ★ **No waiting—no delays—attendant handles virtually twice as many orders**

AT LAST—and for the first time—a prominent Eastern dry cleaner has found the answer to fast, automatic SELF SERVICE. By combining the famous B & G Dial-a-matic conveyor with a unique system of pre-assigned numbers, Woodmoor Cleaners has created a veritable *storm of interest* in the Washington, D. C. area.



Read what Mr. Mirin himself has to say:

Since I started this system I've been bombarded with inquiries from everywhere. Obviously, the public *wants* self service. And people will go *where they can get* self service. My system is working beautifully. Business jumped far beyond my biggest hopes. February alone—usually one of the slowest months—surpassed my biggest spring month last year. All I can say is—I'd heartily recommend this system to anyone. And with my new B & G DIAL-A-MATIC system, we're looking for even greater gains ahead.

●

For full information and details about the WOODMOOR SELF SERVICE system, contact

Mr. S. Mirin, Woodmoor Cleaners, 10119 Coleville Road
Silver Spring, Maryland

—or the manufacturer, direct

B & G MACHINERY CO., Inc.
2432 Southeastern Ave., Indianapolis, Ind.

(Pat. Pending)

CUSTOMERS DIAL OWN ORDERS and "check out" quickly—just as they're accustomed to doing in supermarkets.
Attendant concentrates on "incoming orders," stopping only to accept payment from outgoing customers who have dialed and selected their own orders.

*Entire system checked and approved by

NATIONAL CASH REGISTER CO.

VIC

machine industry

DU BOIS

"LOOK WHAT I SAVED WITH MY VIC COOLER...
I SAVED $400.00 IN '55 ON SOLVENT...
I SAVED $6500.00 A YEAR ON LABOR COST;
AND MY VIC COOLER PAID FOR ITSELF."

says William Amrhein, owner of Du Bois Cleaners, Minneapolis

"CUT MY SPOTTING TIME 50%;
CUT MY SOLVENT COSTS 23%;
CUT MY RE-RUNS 20%!"

BR 3117

2405 NICOLLET AVE

DU BOIS CLEANERS
FRENCH DRY CLEANING
RELIABLE SERVICE - REASONABLE PRICES
MINNEAPOLIS, MINN.

Gentlemen:
This is what my Vic Cooling Unit has done for me:
My solvent costs are down 23%—that's $400 a year. Before I got the cooler, my solvent used to go to 105-120°. Evaporation wasted it, and the fumes kept my operators taking "fresh air breaks." Now my solvent stays at 72° all day long, winter and summer.
My spotting costs are cut almost in half because before, I had to have 3 spotters working at full speed. Now I have 2 who aren't even busy. That's $125 a week saved.
Heat wrinkling, bleeding, re-runs, pressing and finishing time are all way down. For my money, other cooling methods can't compare with Vic's Cooler. It's paid for itself in a year and saves me money every day.

Yours sincerely,
William J. Amrhein

WA/FG

BEFORE installation of VIC Cooler

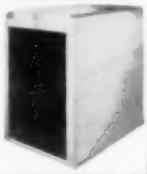
AFTER installation of VIC Cooler

VIC WATER SAVER REGULATING VALVE

Positive temperature regulating control that keeps water at constant temperature with 3 degrees. Supplies exact amount of water required. Adjustable from 60 to 120 degrees. May be used in hundreds of ways, hundreds of places. Easy to install.

VIC AIR-COOLED REFRIGERATED SOLVENT COOLER

Low-priced package unit that cools water or solvent to any temperature you need. Once filled, it requires no additional water; unit cools and recirculates same water. Needs little maintenance, takes up little space.



Sales and Service in all Principal Cities

VIC CLEANING MACHINE CO.

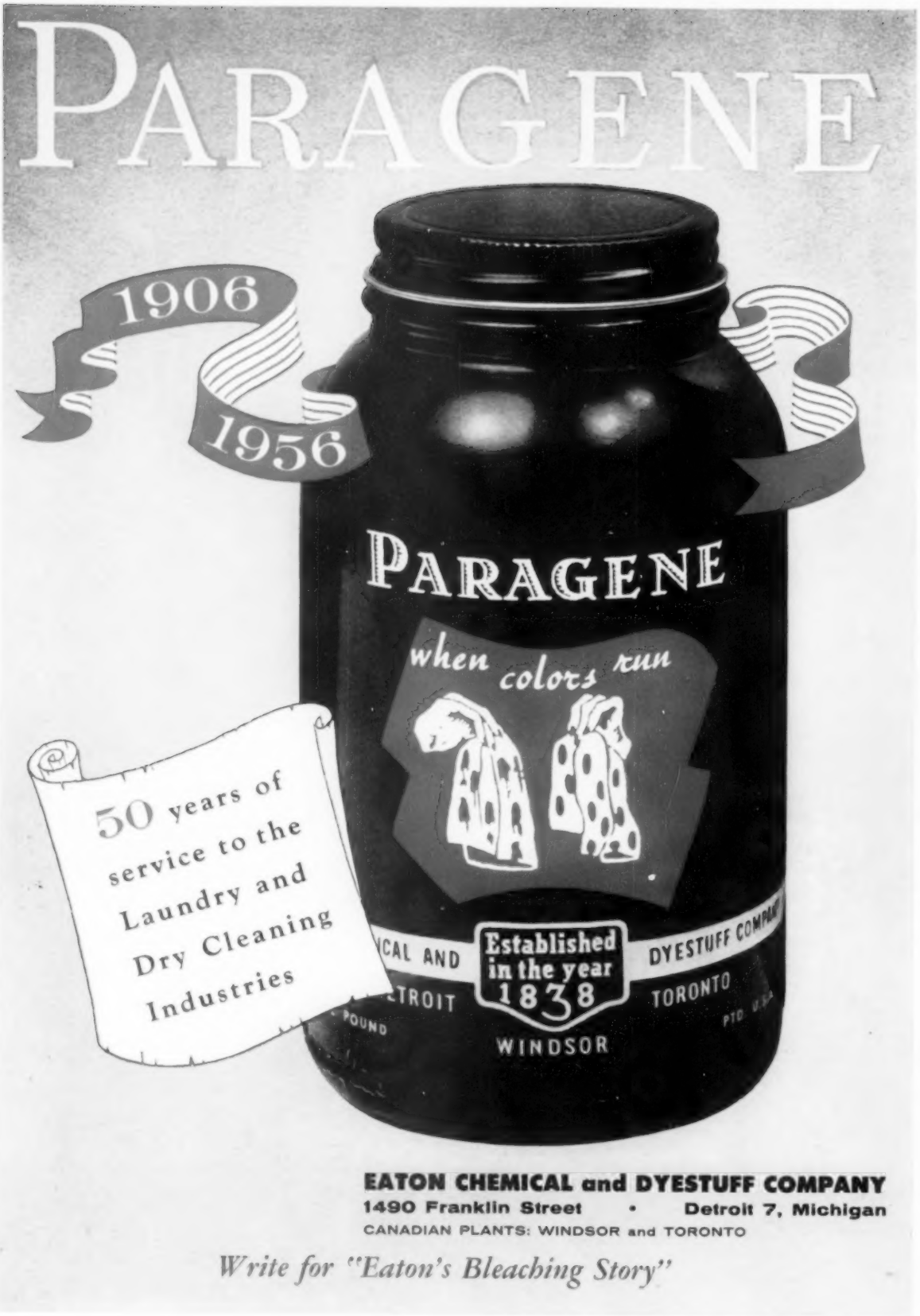
Experienced Since 1912 — Minneapolis 3, Minn.

MAIL THIS COUPON TODAY!

VIC Cleaning Machine Company — Dept. NA-177
1313 Hawthorne Avenue • Minneapolis 3, Minn.

Gentlemen:
Please send me further information on Vic Air-Cooled Refrigerated Solvent Cooler, Model 81. Include your Vic 81 catalog ☐.

Name _____
Street _____
City _____ *Zone* _____ *State* _____


PARAGENE
1906
1956
PARAGENE
when colors run
50 years of service to the Laundry and Dry Cleaning Industries
Established in the year 1838
WINDSOR
TORONTO
EATON CHEMICAL and DYESTUFF COMPANY
1490 Franklin Street • Detroit 7, Michigan
CANADIAN PLANTS: WINDSOR and TORONTO
Write for "Eaton's Bleaching Story"

WE'VE GOT IT...

The Answer to the ORLON*-DYNEL** CLEANING & *FINISHING* PROBLEM

NEW! GUARANTEED!

ORLON FUR-FEEL DYNEL

U.S. REG. T.M. APPLIED FOR

PILE FABRIC PROCESS

FUR-FEEL restores, rejuvenates synthetic pile garments to look better than new, feel better than new . . . and crush resistant, too!

(UNRETOUCHED PHOTO)

FUR-FEEL cleans, finishes and adds a soft fur-like beauty to the original fabric. It is the industry's greatest development in years—ready to beautify the 2,000,000 pile coats that must be cleaned in 1956, alone!

FUR-FEEL is available, NOW, to responsible plant owners in the U.S. and Canada on a franchise basis. It represents a low-cost, high return investment . . . bound to pay for itself quickly. And production costs are way down!

FUR-FEEL PROCESS IS APPROVED AND RECOMMENDED BY THE NATION'S LEADING MANUFACTURERS OF PILE FABRICS . . .

The George W. Borg Corp. ..... Makers of "BORGANA"
Princeton Knitting Mills ..... Makers of "O'LLEGRO"
Glenoit Mills, Inc. ..... Makers of "GLENARA"

*Du Pont's Registered Trade Mark for its Acrylic Fibre

**Union Carbide's Acrylic Fibre

SEND FOR FULL DETAILS TODAY!

FUR-FEEL PROCESS CORP.
developed by
KANDU RELIABLE

Sales Office
312 Seventh Avenue
New York 1, N. Y.

Factory
231 Eagle Street
Brooklyn 22, N. Y.

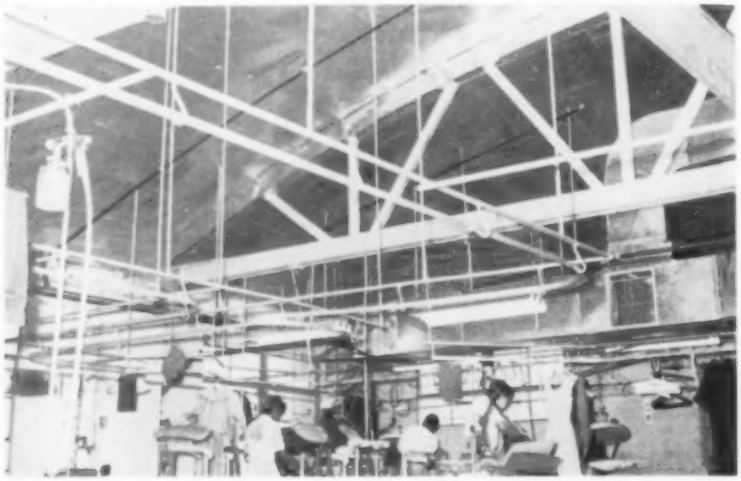
FUR-FEEL PROCESS CORP.
231 Eagle St., Brooklyn 22, N. Y.

GENTLEMEN: Rush all available information and literature on the *FUR-FEEL PROCESS*. We're interested!

Firm Name _____
Name _____
Address _____
City _____ Zone _____ State _____

GADGETS and GIMMICKS

Evaporation Principle Cools Drycleaning Room



Conditioning the air in a drycleaning room is usually considered impractical. It is, with refrigerated air which requires the processing of the inside air.

Carl Schmidt, owner of Progress Laundry Co. of Chicago, Illinois, put in an evaporative cooling installation on the roof with ductwork to the operating stations. With the windows open, the air is cooled through the principle of evaporation as it is drawn into the room and then passes out through the windows. It hits the operating points, where it is most needed, first. Inside temperature dropped and production at Progress went up from 15 to 20 percent.

For the purpose of year-'round insulation, there is also an aluminum ceiling. In summer, heat is reflected back toward the sun before it enters and, in winter, the heat of the equipment is reflected back downward, thus helping, incidentally, to reduce the heating bill.

The ceiling cost $350 for the 50-by-60-foot room and requires no maintenance for at least 10 years. In addition, it permitted the use of old lumber which otherwise would have been unsightly.

Troughs for Neatness at Quick-Service Branch

Branch drive-ins at Acme Laundry and Cleaners, El Paso, Texas, are activated by quick-service laundry operations. To keep these neat and tidy, a stainless-steel trough extends in front of the three machines.

A simple slide from the trough to the extractor prevents slopping of water on the floor. It also lightens the attendant's work, keeps garments from falling on the floor.

Combination Floor Mats

A combination floor mat has been proving itself at several Southern cleaning plants. It is a quarter-inch thickness of spongy waffle-construction rubber covered with a sheet of black, ribbed hard rubber. This combination provides "three to four times the wear" and "at least three times the comfort" of the single sheet mats, plantowners report.

Rolls of the two types of material can be purchased, cut and glued together. However, the assembled sheets are reported available now from several rubber goods manufacturers. Although considerably higher in cost than single-material sheets, their wearability makes them cheaper in the long run. Delivered in standard-width rolls, they can be cut in length to fit.

Besides using these mats at the finishing equipment, the Southern plants put them under split-rail assembly at the markers' table and behind the store counters.

Checking-Table Superstructure

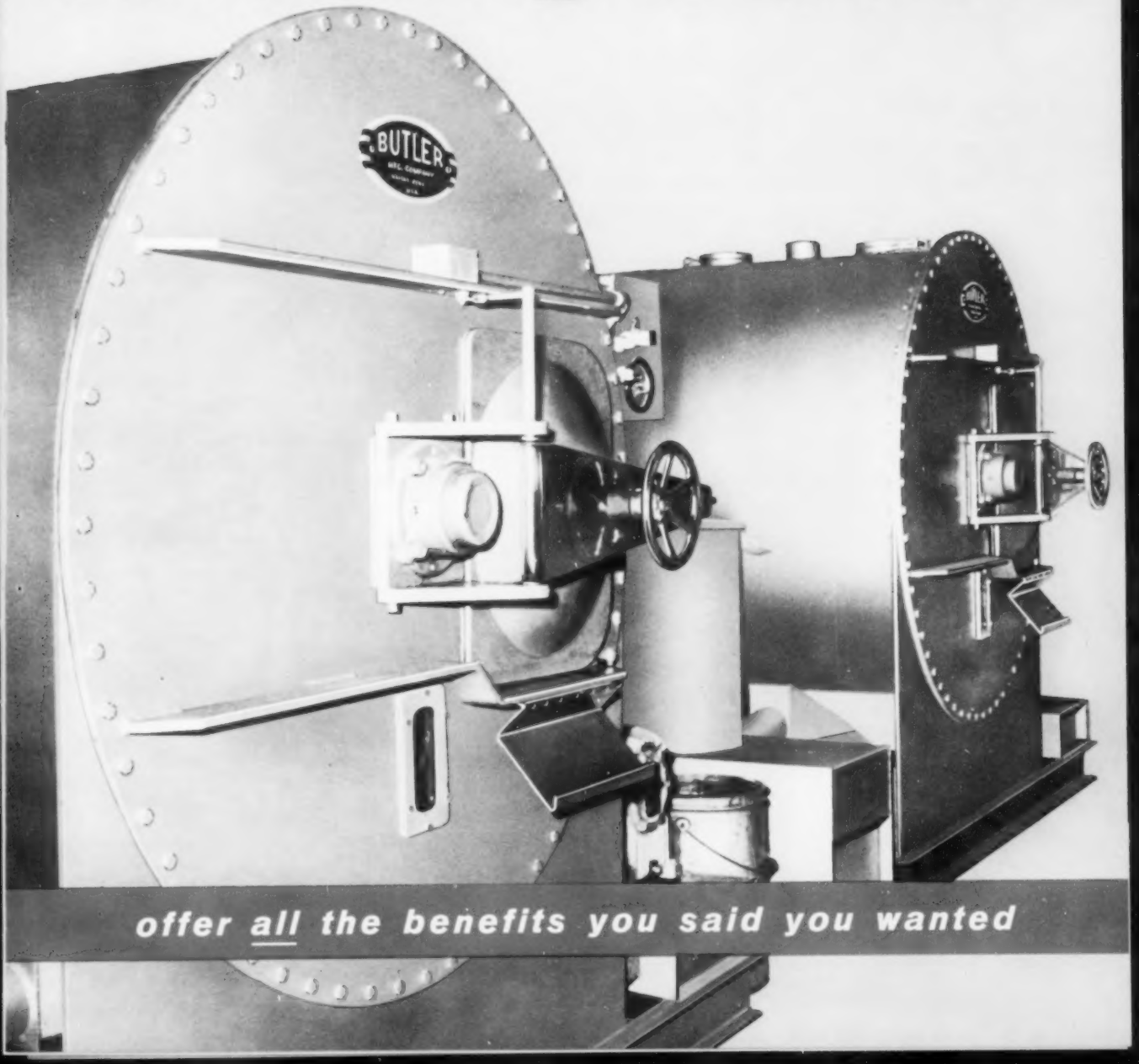
Concord Cleaners of Concord, N. H., is ever alert for improvements. The plant's checking table is an example. A top shelf was added to hold pins, button bags and other miscellaneous items. Then two ring binders were screwed on (one on each side). These hold the tickets for the various lots coming through the plant. A hinged panel was placed on the side to provide a writing surface that folds out of the way when not in use. The two boxes on the right-hand side of the table provide additional storage space for odd items.

Then finally, a waste receptacle fits underneath and rides around the plant. There is no need to litter the floor with odd scraps. All this table needs is hot and cold running water.

Butler

FULLY-AUTOMATIC

extracting washers



offer all the benefits you said you wanted

YOU GET

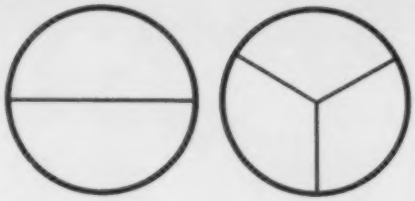
from fully-automatic

Take a look at the eight Butler benefits shown on these pages. You get all 8 in Butler 60 and 120 lb. extracting washers. Can you think of anything more you'd want from an extracting washer?

Probably not—and the reason is simple. These are not benefits dreamed up by Butler. They are benefits named by hundreds of dry cleaners we've interviewed as the ones most wanted and needed from dry cleaning equipment. And here they are, all together in Butler fully-automatic extracting washers!

We invite you to match Butler's remarkable dry cleaning machines, feature for feature, against (1) your needs, and (2) any other extracting washer on the market. We think you'll agree: you get more of what you want from Butler.

1 HIGH QUALITY

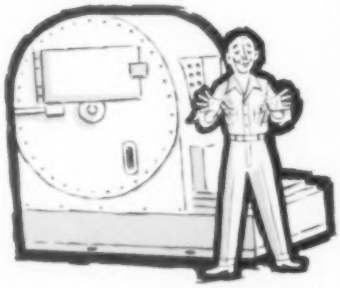


Butler two and three-pocket cylinders do a superior job of *both* washing and extracting. Clothes are lifted clear out of solvent, plunged deep in again for full solvent penetration. And perfect garment distribution during extraction provides vibration-free operation and maximum solvent reclamation without wrinkling.

4 Simplicity of operation

In addition to fully automatic operation (just set and forget), Butler extracting washers are easy to load and unload. Loading door is convenient height—no stooping or squatting. Handling of garments is minimized, because entire job combined in one machine.

5 Greater employee appeal



Odors and solvent leaks are eliminated, making a Butler-equipped shop safer, more pleasant, easier to keep clean. Solvent burns and cracked hands are eliminated because your cleaner no longer has to handle wet garments.

6 Flexibility of cycles, methods, processes

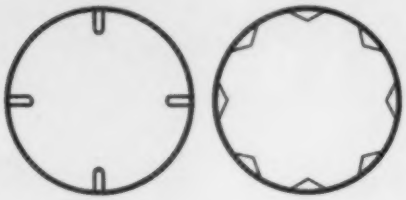
Washing time can be set to match fabrics and loads. Any dry cleaning process can be used—2-bath, 1-bath, 4% or no soap. Divided cylinder lets you run mixed loads. Finishers receive garments faster. Installations can be tailormade to fit your floor space.

Copyright 1956 Butler Manufacturing Company

ALL 8 ~

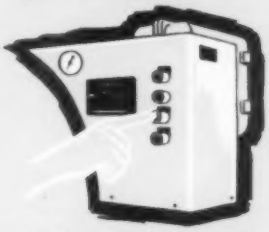
Butler extracting washers

CLEANING



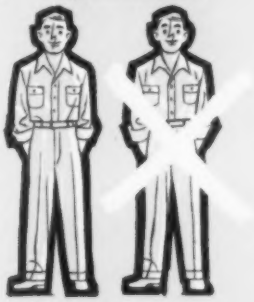
Open-pocket cylinders in other combination units *must* sacrifice something. Cylinder ribs are either too flat to provide the necessary in-and-out washing action, or too high to permit proper distribution during extraction. As a result, clothes bunch up, cause excessive vibration, and come out still wet with solvent.

2 Fast production



Fully-automatic operation frees cleaner for other duties. Combination washing and extracting eliminates time lost loading and balancing separate extractor. Charged system results in pass-ups as high as 95%. *Honest* capacity ratings of 60 and 120 lbs., respectively, based on conservative standards for top quality at full capacity. 60-lb. unit handles 90 lbs. per hour; 120-lb. unit, 180 per hour.

3 Economical operation

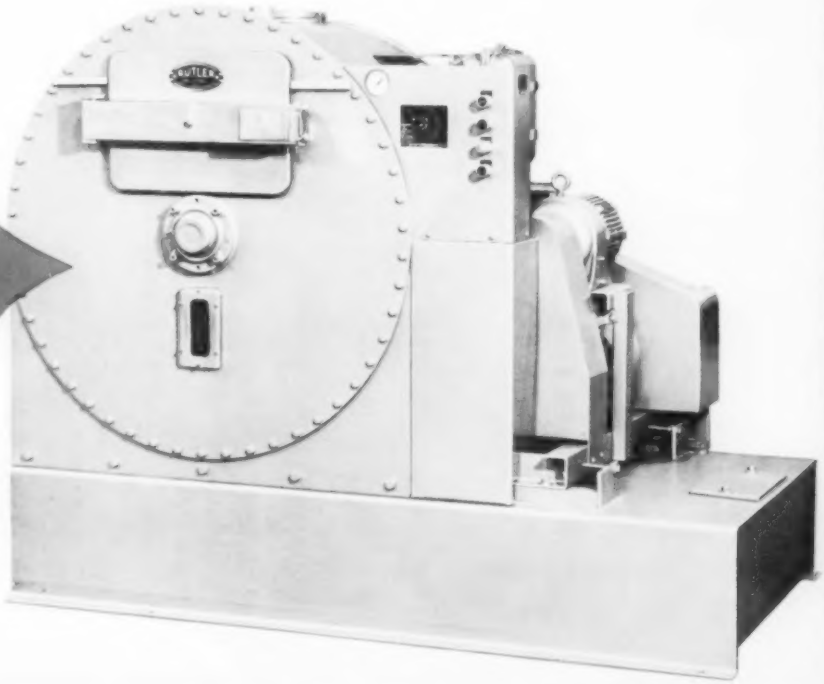


You can eliminate at least one worker by combining cleaning and spotting jobs. This savings, alone, can pay off your investment in 2 to 3 years! In addition, most users report they cut their solvent costs by ⅓, soap costs by ½.

7 Safe operation

Power is cut off and cylinder is locked in place when door is open. All moving parts are covered; motors and controls are UL-approved. Basket is bolted to a full length shaft with bearings at both ends.

YOU GET ALL 8



8 Attractive appearance

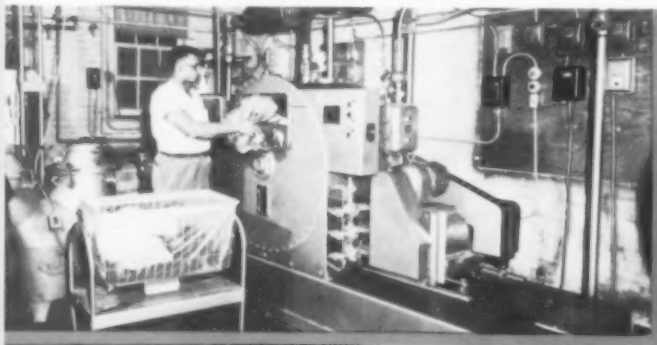
Trim, modern lines and simplicity of design account for a Butler extracting washer's neat good looks. Makes the unit more compact, too, for greater flexibility in locating in your plant. Painted to complement any interior.

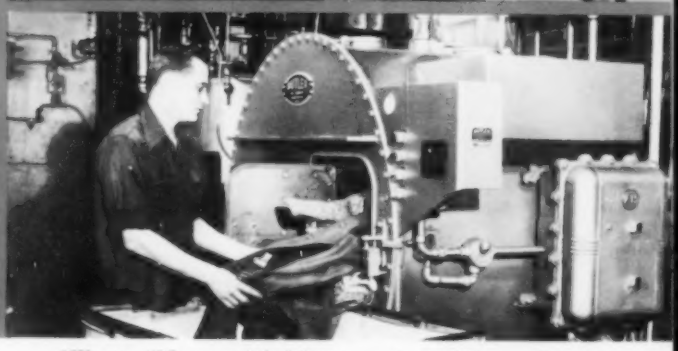
Do Butler extracting washers measure up to expectations?

Read what these owners say!

"We cut labor costs by ⅓, increased production 20%, cut solvent costs 15 to 20%, and save $15 a month on electricity—all with our new Butler automatic extracting washer." Fred B. Davis and Hal McKewen, Banita Laundry, Nacogdoches, Texas.

"We've cut operating time 25% with our new Butler extracting washer. Clothes are much clearer, brighter and softer. Cooperation of Butler men was the finest." Robert M. DeGaetano, Treasurer, Ross & DeGaetano, Inc., Indiana, Pa.



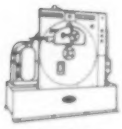


"Our Butler extracting washer is a nice looking piece of equipment, does beautiful work, and is less work to operate. Our door is open at all times for anyone to come see it. We're certainly proud of it." Joseph Cicci, Cicci Dry Cleaners, Elmira, N. Y.

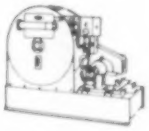
"We save $75 per week in labor costs, about $25 in supplies with our new Butler extracting washer. It has doubled our output, and is solving problems of production and quality." Dick Harris, Harris Cleaners, Cortland, N. Y.

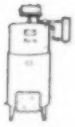
No matter what cleaning equipment you need—call ***BUTLER*** *first!*

Air and Manual Presses


Synthetic Units

Filters


Extracting Washers


Stills

Tumblers

Reclaimers

Storage Tanks

BUTLER STEEL PRODUCTS

BUTLER MANUFACTURING COMPANY

7452 East 13th Street, Kansas City 26, Missouri

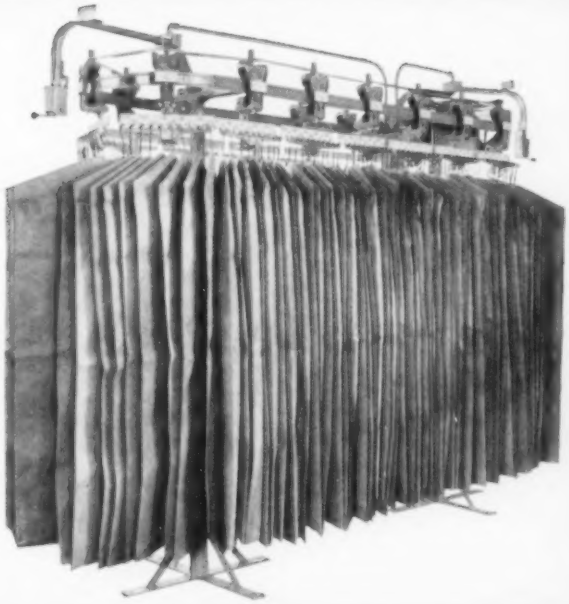
Manufacturers of Dry Cleaners Equipment • Oil Equipment • Steel Buildings • Farm Equipment • Outdoor Advertising Equipment • Special Products

Factories located at Kansas City, Mo. • Galesburg, Ill. • Richmond, Calif. • Birmingham, Ala. • Houston, Tex. • Burlington, Ont., Can. • Minneapolis, Minn.

Form 1417-3-56

Printed in U.S.A.

The New National



.....delivers call-office orders QUICKLY, AUTOMATICALLY

Counter Conveyor

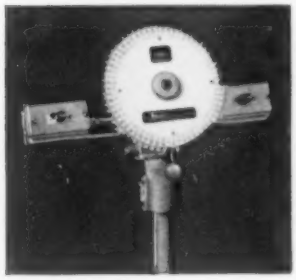
The National Counter Conveyor quickly locates any order on its monorail track and delivers it automatically to the unloading position. Clerks never leave the counter, can give personal attention to customers while the Conveyor brings the desired orders around the track.

National's Counter Conveyor is so simple to operate and performs such valuable duties that it quickly becomes essential to your over-the-counter service. And it just as quickly pays for itself, too—

in reduced labor costs,
in customer and employee enthusiasm,
in greater storage potential from same floor space,
in priceless customer goodwill through improved service.

Rugged beyond comparison with competitive products, your National Counter Conveyor features heavy-duty construction throughout. It's *engineered* for trouble-free service. It's *designed* for attractive appearance. *It can go around corners, too* . . . fits your floor plan perfectly.

You owe it to your customers . . . and to yourself . . . to get the full story of the New National Counter Conveyor—both garment type and laundry bundle type. We'll forward our brochure promptly at your request.



DIAL-TROL . . . "Automation" for you! Simply set operating knob to the location number of customer's order. DIAL-TROL DOES THE REST—selects the carrier holding the desired order, activates the conveyor, brings the carrier quickly to the unloading position and shuts itself off—ALL AUTOMATICALLY!

THE National MARKING MACHINE CO.
4026 CHERRY STREET • CINCINNATI 23, OHIO

National Marking Machines and Conveyors are preferred by better plants the world-over!

EDITORIALS

Politics

President Eisenhower's commitment to run for office again is already having its effect on business. Regardless of individual reaction to his decision, business leaders generally feel business prospects for 1956 are improved as a result.

Indications are that buying of new equipment, building and expansion will take on an accelerated pace. There are also indications that a balanced budget will be attained, although moves by Russia will directly affect that effort. Individual tax cuts seem likely in this election year. Both moves will increase the amount of money our customers can spend with us.

But regardless of political winds, our industry is still in great danger on the Wages and Hours Act. In the 84th Congress there were 75 bills introduced in the House and 6 in the Senate to amend the Act. Many were to increase the rate. There are still 40 bills in the House and 3 in the Senate which propose increases or changes in exemptions.

As we have said before, we will have to live with the present $1 minimum affecting other industries. Our industry is fighting with other already affected industries for a common labor pool. The real danger lies in more direct control over our businesses should the cleaning and laundry industries be included in the Act.

Reports on hours worked, overtime and salaries paid can only add to our already topheavy, nonproductive payroll costs. They also open the door for additional Government inspection and supervision of private enterprise. Our industry is essentially intrastate in nature. Placement under this Act will work an undue hardship on the small businessmen who make up the backbone of this industry.

President Eisenhower has made two official statements lending his support to broader coverage. Senator Douglas of Illinois, chairman of the Senate Labor Subcommittee, is holding hearings on this matter. Secretary of Labor Mitchell has stated repeatedly that his department is ready to suggest ways and means to extend coverage of this bill.

This is our third appeal in recent months for action on your part. If you have not already done so, write your local Congressmen. Our representatives in Washington need your support.

Convention Roundup

In retrospect, the forty-seventh annual convention of the NID was highly successful. Held at the Statler-Hilton Hotel in Dallas March 1-4, it offered some interesting paradoxes.

There were no exhibits; yet it will produce great machinery sales. Sessions featured top speakers, industry leaders, but a little boy stole the show.

While there were no machinery displays, the convention did more good for the manufacturers than the past several shows. Their immediate sales were meager.

But every cleaner in attendance picked up real sales and management know-how. What they took back to their plants will make their cash registers ring up bigger sales, faster.

More than 900 plantowners were exposed to the latest ideas in merchandising. As they apply these principles, they cannot help but grow. That's when the equipment people cash in, as these plants expand. The growing interest in selling, particularly route selling, makes the future of drycleaning more secure than ever before.

There was another benefit to the industry because exhibits were omitted. Equipment displays are costly, running into thousands of dollars for even the smallest exhibitor. One way or the other, the cleaner pays. This can be in the purchase price of machinery.

More importantly, the money for exhibits might otherwise have gone into research and development projects by the manufacturers. One organization estimated the two national convention exhibits cost it the equivalent of two months' gross sales.

This saving won't reflect itself immediately in reduced supply costs. But it should help forestall any great increases for the time being. The savings to the manufacturers will help offset the squeeze of higher raw material prices that confronts our suppliers.

On other pages in this issue you will find a convention report in detail. On the cover you will see little Timothy Psujek, an 11-year-old boy who became the outstanding convention personality. This came about because one of the principal speakers addressed all his main points to Tim. Following speakers took the cue and did the same.

Tim deserved the publicity. He is a seasoned conventioneer despite his age. He is handsome, bright and well-mannered.

But perhaps the recognition came for another reason. In one sense Tim personifies our industry. Like him, we are just entering the adolescent stage. Young and eager, we are seeking more knowledge on selling, management and production. Then as we mature, we will be better equipped to take advantage of the opportunities that lie before us.

The cleaners who attended the forty-seventh will get their share of profits in the Golden Age ahead.

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any articles appearing in this issue. Cost is $13 per 100, one side of a single sheet; $21 per 100, two sides of a single sheet. Additional 100's at $1.70, one side; $1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

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Fabric-Safe DOUBLEPLATES PATENTED FOR "WOOLS"

LUSTERplate® DOUBLEPLATES FOR "SILKS"

by simply switching these plates, **ONE PRESS CAN FINISH WOOLS...SILKS... DACRON*...ORLON****

DOUBLEPLATES ELIMINATE:

MOIRE

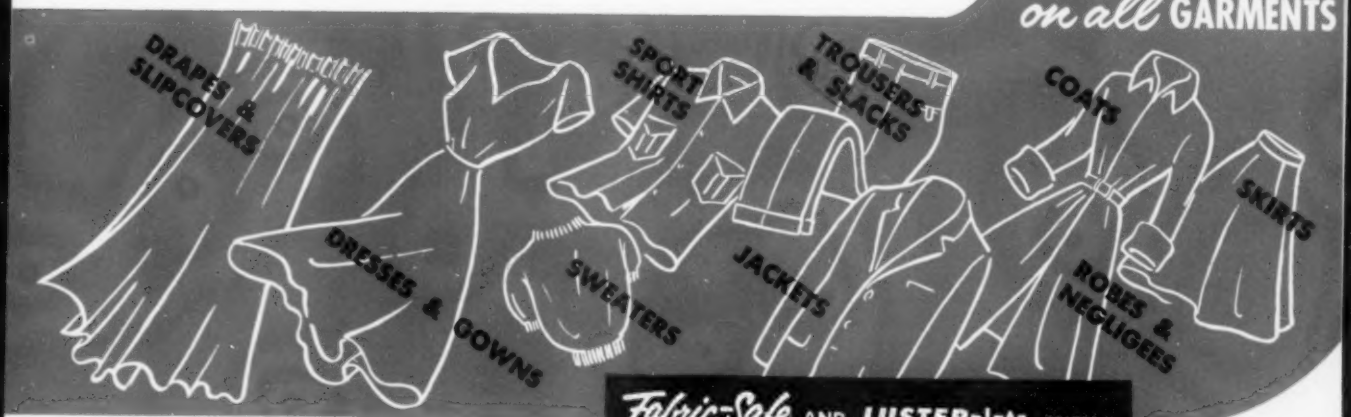
STEAM SPOTS

HEAT DAMAGE

on all **FABRICS...** *on all* **GARMENTS**

ORIGINAL BEAUTY OF TEXTILES RETAINED
...NO 'SCREEN' MARKS
...NO UGLY GLAZING

Textured-surface Fabric-Safe Doubleplate gives fiber-reviving pressing of wool-type materials. Interchanges in a jiffy with the smooth-surface Lusterplate Doubleplate that lets a "wool" press finish silk-type fabrics better, more safely, than a hothead. You need BOTH surfaces to end all pressing problems and add 10% to press output.



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EVANSTON, ILLINOIS

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UTILITY SIZES	38" to 45"	$29.85
HOFF. CO-S	Pantex 41 & 45, Pros. 443	29.85
MUSHROOM		21.85
LARGE SIZES	Utility over 45", Leggers	38.85

*DuPont's trademark for polyester fiber.
**DuPont's trademark for acrylic fiber.

Top: JAM-PACKED audience heard each speaker. Above: BUSINESS SESSIONS of LCATA drew industry leaders

DALLAS ROUNDUP

Educational conference a success... selling, public relations ideas prove excellent substitute for exhibits

By ART SCHUELKE

ABSENCE OF EXHIBITS at the NID convention did little to dull the luster of the Big Idea Roundup. The forty-seventh annual convention, held at the Statler-Hilton Hotel in Dallas, Texas, March 1-4, proved to be a noble and successful experiment.

More than 1,500 registrants received down-to-earth, practical knowledge on every phase of business management. Three afternoons were devoted to a "How To Sell" clinic. Modern management techniques were explained over two mornings. Finally the last full day was spent in a detailed short course on cleaning in the charged system.

But it wasn't all hard work. Entertainment, prizes and hospitality were in true Texas style. The convention started Wednesday evening, February 29, with "The Cleaners' Corral," a get-together party in the grand ballroom of the hotel. The following night advance registrants were treated to a real Texas Bar-B-Q and Rodeo at the "Stephen F" Ranch.

Friday evening was highlighted by a fabulous fashion show presented by Neiman-Marcus, world-famous department store in Dallas. Climaxing the entertainment were the Saturday banquet, floor show and dance. Martha Wright and Johnnie Carson, nationally known TV stars, topped a gala show.

Just before the dance the winners of the convention's grand prize were announced. Mr. and Mrs. LeRoy Pope won a 10-day all-expense air trip to Europe. They will visit London, Paris, Zurich and Rome. Mr. Pope is owner of Zenith Cleaners, Midwest City, Oklahoma.

Business sessions began the morning of March 1 with a welcoming address by Walter R. Duncan, president of the NID. He explained the reasons behind the no-exhibit convention. According to Mr. Duncan, allied trade firms long questioned the value of holding two large operating exhibits a year. Nonoperating exhibits weren't

"TEX" Holmes dramatizes a selling point for moderator James Boyd during Theater for Industry selling show

the answer, either. Many manufacturers couldn't do justice to their products unless they were operating.

Absence of exhibits permitted the convention program to concentrate on education. Mr. Duncan explained that the program to follow would bring the cleaners leaders from outside the industry to help ring up more sales after the sessions.

He also announced that the building debts of the NID had been completely liquidated in the past year. A $50,000 payment in February 1956 wiped out the last of a $500,000 debt incurred in 1949. In those same years the Western branch of the NID had been bought and paid for.

Mr. Duncan stressed the need of better public relations and announced the beginning of an NID sponsored program, "The National Institute of Drycleaning Public Service Award Campaign." An example of better public relations was given of a group of Southern California drycleaners. They are cleaning, and shipping home, the personal clothing of all American Olympic Team members when they sail for Melbourne, Australia, this summer.

Increased public esteem for the industry can make the coming year a big one, according to Mr. Duncan. He also announced that next year the convention will be a large exhibit type, to be held at Atlantic City, March 7-10.

"Dress Right—You Can't Afford Not To!" was the title of the next talk. It was given by Francis De W. Pratt, general manager, American Institute of Men's and Boys' Wear. It was a typical example of how the NID went outside our industry to get the thinking of leaders with problems similar to ours.

Mr. Pratt's organization has been faced with shrinking sales. Sales of men's and boys' clothing has not kept pace with dollar sales of other goods and products. To offset this, the AIMBW is launching a nationwide publicity campaign. It has raised an initial fund of 2 million dollars, to be expanded to an annual 5-million budget. The title of his talk will be the theme slogan of the group's intensive campaign. It has an auxiliary slogan, "Your Clothes Never Stop Talking About You." According to Mr. Pratt, the same slogan could be our industry's slogan.

His comments were followed by an inspiring address given by the Hon. Calvin Dean Johnson, former Congressman from Illinois and now engaged in public relations work for the American Trucking Association. He discussed "Our Priceless Heritage," which is freedom of opportunity here in the United States.

Mr. Johnson mentioned the continuing work of Congress and the FBI to weed out subversive elements that would undermine our government. Willingness to work has kept us strong. "The world owes me a living" philosophy advocated by many liberals can only weaken us. We must be ever alert for internal saboteurs as well as foreign interests that would destroy us.

Beginning the afternoon session, Frank A. Prather keynoted the program. (Mr. Prather was later elected president of the NID.) He pointed out that 1956 was the best ever for business generally, and drycleaning in particular. Sales neared the 2-billion mark, more than four times the 1930 sales.

But we haven't scratched the surface, Mr. Prather said. Less than half the families in the country have garments cleaned oftener than once a month. Our challenge is to increase frequency of use and to build bigger bundles per order.

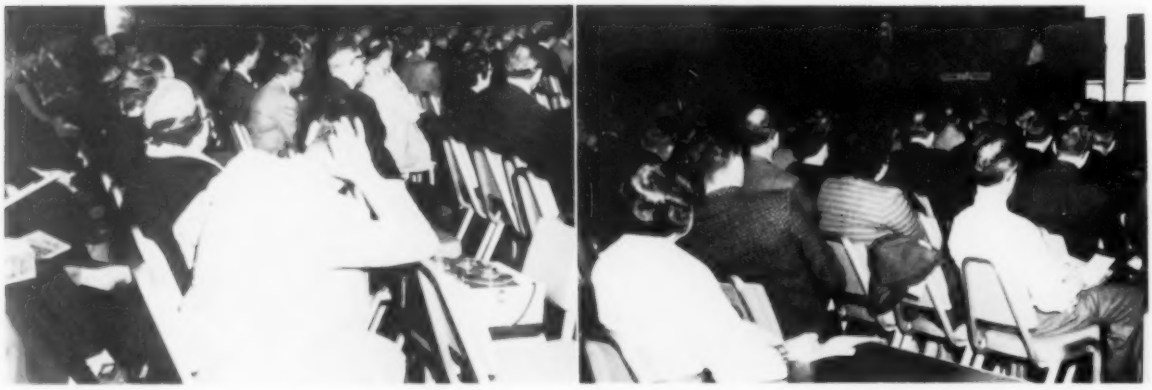
Sales Ideas Dramatized

How to do this was presented in the first of three afternoon sessions by the Theatre for Industry of New York City. These consisted of a series of narrations by James M. Boyd, with key points dramatized in short sketches by a cast of people from the Theatre for Industry. Mr. Boyd, vice-president of that organization, was ably assisted by Mary Ann O'Neil, Mary Wiseman, Karl B. Norton, Jr., and Allen E. Brauch, Jr., affectionately known as "Tex." They are all members of the same firm that presents these shows.

Every facet of selling was covered, down to how and where to locate stores. Sales budgets were pointed up as an excellent way to gain hidden profits. Advertising of all types was explored; newspaper, radio and TV, direct mail all came into the act. Public relations, sales training, stimulation were also covered.

The lengthy program of this group was too detailed to cover here. The entire package was compiled in a

FINAL BANQUET and floor show attracted crowd of over 1,200



CANDID SHOT reveals intense interest of audience. Tape recorders, shorthand and note jotting were all in use throughout sessions

handsome brochure by the NID. It is entitled "Selling Guide to Greater Profits" and has been prepared exclusively for its members.

Friday morning, March 2, began the management clinic presented by staff members of the NID. William "Bill" Browne, NID director of public relations, led the program with a talk entitled, "Organizing Your Public Relations." Mr. Browne pointed out that public relations are like a garden. Unless it is cared for, planned, it can turn into a brier patch. He said that everything you do has its effect on your public relations, good or bad.

Public relations depend upon doing the right thing as well as telling about it. Both are important. After ascertaining that you can meet the needs of your public, tell your housewife customer:

1. That drycleaning serves her importantly.

2. That she ought to buy drycleaning at regular frequent intervals.

3. That she knows and trusts you.

Sell the housewife on the point that you can supply clothing comfort. The right feeling, the fun of looking your best, business success, stylishness and many other points can be used to gain the business of your market, said Mr. Browne. Sell her on her wants as above, not on the fact that cleaning is a necessity.

Dr. Dorothy Lyle followed with a talk on "Building Goodwill." This was an extension of Mr. Browne's theme.

Continuing the afternoon's discussion of management problems, William R. White, NID director of education, covered "Finding the Weak Spots." The one indispensable tool of management is the operating statement. Better plants in the industry prepare these frequently; at least once a month, in many cases weekly.

Good operating statements accurately classify all the expenses incurred. The NID suggests eight basic classifications: productive labor; productive supplies; power, light and heat; building overhead, machinery overhead and indirect productive overhead. These first six cover all costs of producing your services. The seventh account, covering selling and distributing costs, takes care of those involved in getting work from and back to the customers. The eighth and last, office and administrative expenses, are the costs of administrating a business.

By keeping costs accurately broken down into these various categories, it is easier to pinpoint weak spots in your operation, according to Mr. White. Frequent use of such an operating statement can help locate trouble before it becomes too serious. He then introduced Charles Riggott,

Continued on page 46

NEW OFFICERS and directors, left to right, seated: William B. Austin, Caroline Laundry, Inc., Morristown, N. J.; W. E. Brasel, Brasel's Cleaners & Furriers, Clinton, Okla.; Hugh Smith, Smith Cleaners, Oaklawn, Ill.; Vice-President F. E. Bowers, Parisian Cleaners, Lynn, Mass.; President Frank A. Prather, Prather Drycleaning Co., Fort Myers, Fla.; Past President Walter R. Duncan, Bornot, Inc., Philadelphia, Pa.; N. J. Berg, general manager NID, Silver Spring, Md.; Thomas W. Ogden, Spitzer the Cleaner, Richmond, Va. Standing: Ray Showell, Westminster Cleaners, Salt Lake City, Utah; Jack T. Stacey, Stacey's Cleaners and Dyers, Portland, Ore.; J. Earl Rush, French Unique Cleaners, Alexandria, La.; Robert E. Kozer, Kozer Launderers and Cleaners, Asheboro, N. C.; Sam Darko, Darko and Sons Cleaners, Indianapolis, Ind. Directors not at meeting are James Robertson, E. L. Watkins Company, Portland, Me.; Ralph L. Brown, Brown's Cleaners, Sioux Falls, S. D., and John Pardi, Prosperity Service Stores, Astoria, N. Y.

ANOTHER REVOLUTIONARY SANITONE FIRST

"Cotton Clinic" Cures Summer Slump-

Increases Year-'round Profits for SANITONE Dry Cleaners

Women like the "Cotton Clinic" and new Sanitone Style-Set® finish...especially for Cottons

No development in the industry has equaled the impact of the "Cotton Clinic", first introduced by Emery eight years ago. It worked from the start because the Sanitone way of dry cleaning produces clean, bright, sparkling cottons without resorting to wet cleaning.

This fact, coupled with the like-new finish imparted by Sanitone SS, Style-Set®, gives Sanitone Cleaners tangible consumer benefits to sell and with a substantial increase in profits.

When these advantages are promoted using the complete kit of advertising materials available to all Sanitone licensees, plus ads in color in the Saturday Evening Post and the Ladies' Home Journal, you know why we say "I'd rather Sell Sanitone than Sell against it." The combination of better dry cleaning plus better sales helps is unbeatable. Write today for details.

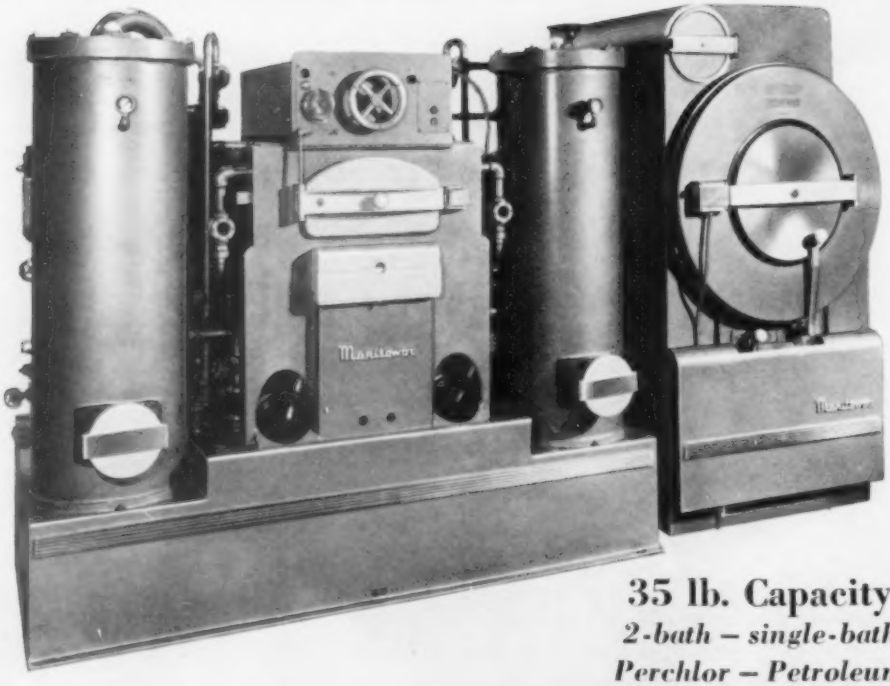
* A button tag typical of materials contained in complete promotion kit.

SANITONE DRY CLEANING SERVICE

Division of Emery Industries, Inc. **Cincinnati 2, Ohio**

70 lb. Capacity
2-bath – single-bath
Perchlor – 105° F.

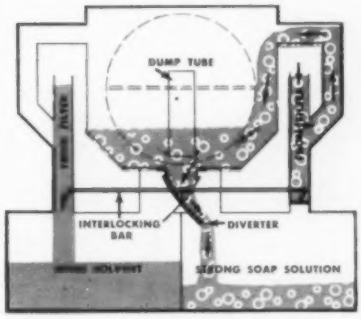
modernize with Manitowoc . .



35 lb. Capacity
2-bath – single-bath
Perchlor – Petroleum

Manitowoc proudly presents a new, 70 lb. unit producing finer quality cleaning than any machine of comparable size now on the market. With this specially-designed system, quality control approaches 100% effectiveness. Manitowoc's exclusive features guarantee real "High Fidelity" garment cleaning . . . perfect work to keep your customers coming back for more of the same.

BIG CAPACITY of over 200 lbs. an hour makes this unit a first choice for large operators, drive-ins and neighborhood stores. DIVERTI-FLO positive solvent control . . . exclusively yours with Manitowoc. TWIN-DISC HYDRO-SHEAVE DRIVE® provides smooth fluid power for separate extract motor. NO-SURGE-OVER 75 GPH STILL eliminates surging and foaming over. MANITOWOC-OLSON TUBULAR FILTERS have 3000 GPH capacity, do away with pressure build-up. MANY OTHER FINE FEATURES available only from Manitowoc!



exclusive Diverti-Flo *means positive solvent control for True 2-bath operation!* Rinse solvent flow is positively sealed off from flow of soap solvent during washing. When rinsing, flow of soap is sealed off. Solvent is kept pure longer.

for finest dry cleaning

Here are all the Manitowoc premium advantages in a cleaning system to fit a variety of installations. Whether you prefer single or 2-bath — synthetic or petroleum — the Manitowoc 35 lb. machine will do a finer job for you. These are only a few of the quality components: EXCLUSIVE DIVERTI-FLO; HIGH EFFICIENCY TUMBLERS; MANITOWOC-OLSON TUBULAR FILTERS (optional); SIMPLE FILTER CLEANING; FULLY OR SEMI-AUTOMATIC OPERATION; TWO-SECTION STORAGE TANK; FULL SAFETY PROTECTION; SMALLEST FLOOR SPACE; DOUBLE DRUM DESIGN; SELF-ALIGNING DOORS; MARLOW CENTRIFUGAL PUMPS.

Manitowoc

A Complete Line of Synthetic and Petroleum DRY CLEANING SYSTEMS

Perchlor 140°F-105°F

super-speed recovery tumblers standard equipment with all Manitowoc systems... or available separately with existing equipment. Huge 36" x 30" basket; condenser consists of prime surface copper coils . . . no fins; low heat requirement reduces shrinkage; all working parts accessible from rear; models for petroleum systems meet all safety codes and regulations.

MANITOWOC ENGINEERING CORP.
512 - 16th Street **Manitowoc, Wis.**

We're interested in Manitowoc quality cleaning systems! Send more information on:

☐ 70 lb. capacity unit ☐ Tumblers
☐ 35 lb. capacity unit ☐ Stills

Name _____ Title _____
Company _____
Address _____
City _____ Zone _____ State _____

NID OFFICERS, left to right: Norbert J. Berg, general manager; Willard M. Cannan, past president; Frank A. Prather, new president, and F. E. Bowers, new vice-president

Continued from page 42

NID's industrial engineer, to show what could be done to bring down costs where they appear out of line.

"Planning the Attack" was Mr. Riggott's theme. For the purpose of illustration it was assumed a plant had excessively high silk finishing costs. He said it is first necessary to collect facts, by asking various questions about the operation, as follows:

1. What is done? What is the purpose of doing it?
2. Why is it done? What would happen if it were not done?
3. Who does it? Who could do it better? Can changes be made to eliminate, combine, change sequence or simplify?
4. Where is it done? Different location more economical?
5. When is it done? Could it be done better some other time?
6. How is it done? Time and motion study.

Mr. Riggott used slides to demonstrate the "old" setup in this imaginary case. He had additional slides to show how the unit was changed to be more efficient. Since the modifications required equipment changes, Harold C. LeRoy, manager of the NID cleaning plant, carried on at this point.

His talk, "Plugging the Gaps," concerned the smooth transition within a plant on layout changes. He pointed out that changes within a plant are inevitable. Therefore it is wise when making a *new* plant installation to incorporate certain basic ideas.

Mr. LeRoy said it is advisable to plan for overhead piping in such plants. Thus equipment can be placed anywhere without interfering with workflow. Also, through-the-unit production can be used, taking full advantage of slickrails or conveyors to express finished work to inspection points.

The speaker recommended that new main supply lines be placed 11 feet above floor level for piping steam, air vacuum, return condensate and compressed air. This assures optimum operating conditions.

Just as important to efficient workflow is proper plant supervision. Management should make certain work is properly divided for either machine or hand finishing.

Mr. LeRoy summed it up by reviewing the three steps followed to correct high silk finishing costs in the problem plant. A methods study revealed why it was expensive and changes were suggested. A planned installation was followed so that service could be maintained while changes took place. Last, a training program was conducted until production increases eliminated high costs.

THE NEW OFFICERS

Frank A. Prather, new president of NID, owns Prather Drycleaning Company at Fort Myers, Florida. A graduate of NID's ninth general course, he has resided in Fort Myers for 30 years, been a drycleaner since 1927. His wife, Sarah, and he have two children—Betty, 19, and Allen, 17. Frank is an avid fisherman and golfer.

Frederick E. "Ted" Bowers, newly elected vice-president, owns Parisian Cleaners at Lynn, Mass. Ted has just served a three-year term as director of District #1, and is a graduate of the 53rd general course. Civic-minded, he is a director of the Essex Trust Co., Lynn; a trustee of the Lynn Institute for Savings, past president of the Lynn Rotary Club, Chamber of Commerce, director of the YMCA and active in other community projects. His wife, Hazel, and he have two sons, Frederick W., 22, now training to be an Air Force jet pilot, and James W., a sophomore at Williams College, Williamstown, Mass.

Motivation Keynotes Session

After lunch the second session of Theatre for Industry followed. Climax of the afternoon's performance was the fiery talk by Gary Gariepy, president of Sales Training International. His subject was motivation of salespeople. The basic problem here is one of attitude rather than aptitude. By showing appreciation and giving direction to sales efforts of salespeople we can mold better attitudes, according to Mr. Gariepy.

Here is a typical Gariepy challenge. If someone offered you all the hundred-dollar bills you could count in an eight-hour day, how long would you take out for lunch?

Saturday morning brought the second session of the NID Management Clinic. Willard M. Cannan, NID past president, presided over the meeting.

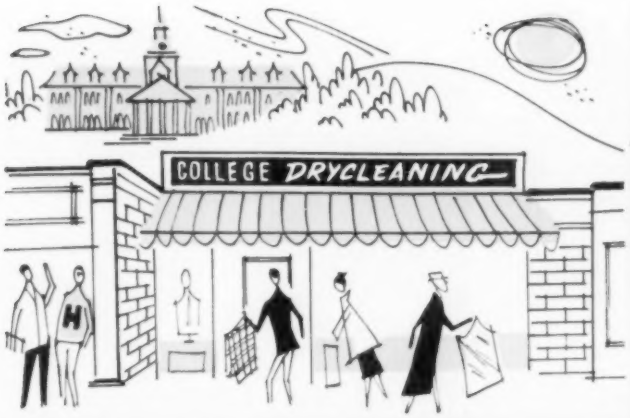
James B. Dalgliesh, industrial psychologist of the NID, led off by presenting a talk on "Setting Up a Training Program." He gave the basic fundamentals in solving the problem. Put down on paper the exact steps to be covered in completing a particular job for which an individual is to be trained. This job breakdown assures that the trainee will get all the basic points needed to do the job in an adequate manner. It also eliminates the possibility of faulty work habits.

Mr. Dalgliesh noted that many job breakdowns are already available to NID members. In those instances where none is to be had, be sure to make your own.

The next important step in training is to carefully select the person who will do the actual training. He must enjoy teaching, and have the patience to handle people. He must be completely familiar with the job and the breakdown chart for that operation.

Visual aids are important, too, he said. There are several training films that can be utilized The last but important point is to have close follow-up after the trainee has been put more or less on his own. There should be someone available to answer questions, too. If careful watch is kept over the new employee in the beginning bad work habits can be avoided. It has the additional benefit of showing the new man how interested management is in his progress.

"How To Use Home Study Courses" was carefully covered by William J. Nicklaw, NID correspondence course supervisor. That they are valuable was



Harry Evans has built up a good pressing business here; his trade is almost entirely college people. But he has troubles on account of frequent calls for fast cleaning — and the wholesaler is in another town.

With space behind the shop for another room, Harry decided to do the logical thing — put in his own cleaning equipment. But the village authorities turned him down — no industry is allowed in the town limits, no fire hazards either! So Harry called the Hoffman man, fast.

The Hoffman man talked with town manager, showed him that drycleaning is not industry but a service operation, and that "Jet" perc units are approved in biggest, most congested cities as fire safe. Officials were glad to change their ruling, and have drycleaning available locally.

Help with zoning and permits is just one of the 14 Gold Dividend Services available through your Hoffman distributor. Check the ones you'd like to know more about:

- ☐ ZONING AND PERMITS
- ☐ RECOMMENDED CONTRACTORS
- ☐ COMPLETE LAYOUT PLANNING
- ☐ AUTHORITATIVE ADVICE ON SUPPLIES
- ☐ ADVERTISING AND PUBLICITY
- ☐ WORLD'S FINEST, MOST COMPREHENSIVE EQUIPMENT LINE
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- ☐ STORE AND ROUTE PROMOTIONS
- ☐ EASY, CONVENIENT TERMS
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U.S.HOFFMAN MACHINERY CORPORATION, 105 FOURTH AVENUE, NEW YORK 3, N. Y.

pointed up by the fact that Dow Chemical Company uses the services of American School in Chicago. They devised a special course on engineering that is being given to 110 employees. He named dozens of other national organizations that use this training tool.

How can the drycleaner best use this method? Mr. Nicklaw suggested assembling written materials from several sources, such as trade journals, allied trades bulletins, NID bulletins and textbooks. Assign the material to the trainee and test him frequently. This is to make sure he knows it; but also be sure to see that he uses it. This material, of course, takes time for management to compile.

Another method is to select the type of course needed and then contact a reputable correspondence school. The National Home Study Council, 1420 New York Avenue, N. W., Washington 5, D. C., has lists of member schools available.

Mr. Nicklaw further stated that the NID has many home training courses for member plants. These cover many phases of drycleaning. Either the NID or a regular school offers many advantages. The courses are flexible regarding time limitations, but instruction is organized, job-related.

John A. "Jack" Ireland, general course supervisor, closed the morning session with a discussion of practical training tips.

The regular business session followed. Four new directors were elected to succeed F. E. Bowers, William G. Beckler, George J. Rider and Peter M. Rauen. In the same order of district representation the new directors are: District 1—James Robertson, Watkins Cleansers, Portland, Maine; District 3—John Pardi, Prosperity Service Stores, Astoria, New York; District 5—Hugh W. Smith, Smith Cleaners, Oak Lawn, Illinois; District 6—Les Brown, Brown Cleaners, Sioux Falls, South Dakota.

The new officers of NID are: Frank Prather, president; F. E. Bowers, vice-president; Norbert J. Berg, secretary-treasurer. The three officers and Walter R. Duncan, retiring president, make up the new executive committee.

The last day of the convention was devoted to a short course on cleaning in the charged system. # #

Dr. Dorothy Lyle, John A. "Jack" Ireland and John J. Daly all gave excellent presentations, too. As NID staff members, they discussed good-will, training tips and public relations. Their talks will be reprinted in an early issue.

Introducing a New Feature .... **The Inquiring Reporter**

TED BOWERS

R. K. ROODY

JIM ANTHONY

What Is Your Attitude on Routes?

FROM TIME TO TIME, at more important conventions, we will bring you the thinking of industry leaders on pertinent subjects. For our first interview we asked the men shown how they felt about route selling. There has been widespread, reawakened interest in this matter. Our March Guidebook was devoted to the subject. Here are verbatim comments:

F. E. "Ted" Bowers of Parisian Cleaners, Lynn, Massachusetts. Newly elected vice-president of the National Institute of Drycleaning.

"It's smart to have routes. It hits another part of the market. A certain class demands this type of service. We depend upon delivery trade for an important part of our volume."

M. "Dick" Tottenhof of Odorless Cleaners, Carlsbad, New Mexico. Well-known figure in Southwest and California cleaning circles.

"I don't think we could get along without route sales. We are anxious to put on another route as soon as we find the right man. We'll add another in a hurry as soon as we locate that salesman."

R. K. Roody of Concord Cleaners, Concord, New Hampshire.

"While we have always had routes, we have never really done route selling. But competition is getting keener. We are about to launch into a real route selling program to pick up the lag in our normal increases."

Richard Kelley of Melody Cleaners, Oklahoma City, Oklahoma. President of the Alumni Society, National Institute of Drycleaning.

"We are going back into it. We gave up all but one route in 1952. It was a costly lesson, but we finally realized how important delivery selling is. We are in the process of reestablishing our routes."

George Smith of Logan Laundry and Drycleaners, Logan, Utah.

"Route selling is here to stay. People want service, at least in the Logan area. They pay a premium to get it and they like it. We have three routes and need them. Many of our customers are in the upper income group and don't want to be seen going into plants."

James "Jim" Anthony of Anthony Cleaners, Erie, Pennsylvania.

"Route selling is more important now than ever before. My whole program is pitched toward route selling. A certain market demands this and I propose to give it to them."

There you have it. Watch for the inquiring reporter at your local conventions. Do you agree or disagree with the above men? Your comments are welcomed. # #

GEORGE SMITH

DICK KELLEY

M. TOTTENHOF

YOU GET THE

"PLUSSES"

WHEN YOU USE

STOD-SOL,

DEOD. 125 and

APCO 140-F!

First of all, these products themselves provide "plusses" in quality, dependability and the capacity to help make your operation more efficient. But APCO drycleaning solvents customers have the further advantage of our valuable "Test Bundle" Service — and a bulletin service that keeps you right on top of industry developments. Ask your Stod-Sol distributor for details.

APCO

INDUSTRIAL NAPHTHAS

PRODUCERS REFINERS

Anderson-Prichard Oil Corporation

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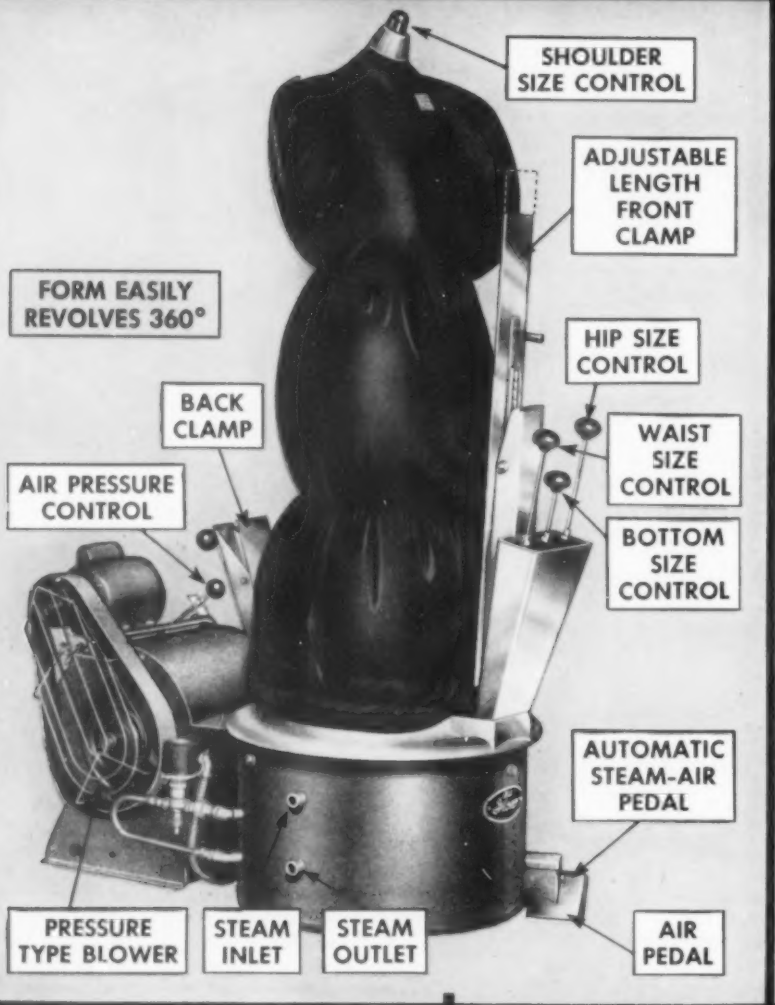
BRANCH OFFICES IN ALL PRINCIPAL CITIES



GLOVER *Automatic* Air Form

'presses' all materials faster, better without damage or stretching

Here's the answer for plants that want a single air form that will finish *all* types of garments with equal speed and perfection. It's the new automatic Bill Glover STEAM AIR FORM—the finest machine of its type ever developed. Check these outstanding features and see why the Glover AIR FORM is the talk of the industry:

GREATER AIR PRESSURE—Delivers more air at higher pressure.

AIR PRESSURE CONTROL—Since different materials require different amounts of air pressure, the Bill Glover AIR FORM is equipped with adjustable air control. This allows complete safety in the handling of stretchy, delicate fabrics such as crepes and jerseys—and at the same time provides sufficient pressure for shaping heavy, hard-to-work materials.

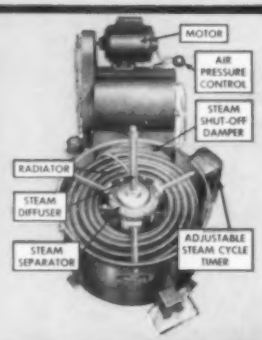
AUTOMATIC STEAM CONTROL—Steaming cycle is completely automatic. When sufficient steam has been released, air turns on automatically and remains on until operator turns it off. Operator does not need to tend machine constantly. He is free to handle other productive work while steam and air cycle is being completed.

CONVENIENT LOCATION CONTROL—All controls are within easy reach of operator. Form can be easily rotated. Foot control switch leaves both hands free to dress machine, straighten flaps, etc.

GREATER SIZE RANGE—Extra fullness of bag and greater range of control adjustment provides complete flexibility for all types of finishing. Machine does a quality job on all garments, from dresses to the new boxy type jackets and coats. Bag expansion at extreme bottom permits finishing longer garments.

ENLARGED HEAT EXCHANGER

Because the Glover AIR FORM has been built with a larger heating area, air is more quickly heated for faster, more efficient drying of the processed garment. This means more work can be turned out in less time.



Get the Complete GLOVER Finishing Unit for Maximum Efficiency, Safer Garment Handling

This Silk Finishing Unit, together with the Glover AIR FORM, gives you a finishing department that's equipped for faster, better work with greater safety in fabric handling and improved operator efficiency. Silk Finishing Unit includes the Bill Glover Offset Press, manual or air operated, and the Bill Glover Fabric Head Puffers. Press and Puffers available with either steam or air vacuum. Ask your jobber for complete information on this superior finishing unit—or write the factory.

For prices, plant layout ideas and full details on Glover Finishing Units, see your jobber or write direct to factory.

Bill Glover, Inc. 5204 Truman Road Kansas City 27, Mo.

Here is your reservation for a preview of your next market!

Fumol "Plan for Profits"

FUMOL CORPORATION
Van Dam Street & Borden Avenue, Long Island City 1, N. Y.

Please send me information on how I can profitably improve my present service. ☐

Please send me more information on Fumol "Products for Profit." ☐

Name of Firm _____
Individual _____
Address _____
City _____ Zone _____ State _____
My Jobber is _____

SERVICE

FOR PROFIT!

These three words describe the dry cleaning operation. But the plant that gives the best service does not necessarily make the biggest profits. "Service," as such, is difficult to put across to your customers. Everybody talks it. What you need is a definite product or operation that your customers can understand and that makes sense to them. Then you can promote business . . . and better profits.

Moth protection has always been a service the customer appreciates. Fumol is the *original* Moth Protection as it is known and used today, and is still the leader in the field. The "authorized" Fumol plant will attract its share of the millions of garments *extra* again this season. It is not too late to join the long list of the country's finest plants displaying this emblem.

Ask your jobber salesman (or send in the coupon) for the 1956 Program of sound merchandising to sell your service. Not a program of unrelated gimmicks, but one that is intelligent, tested and tailored to sell your service on a permanent basis.

Service that conveys confidence brings better business

PRODUCTS

FOR PROFIT!

Each one is formulated, designed and packaged specifically for resale by textile service plants. As the expert in your neighborhood, your shop can become the *center* for *service* opening a new market, increasing your present market. These products bring your service into the home, sell your service even when you are not there: and best of all, *earn you new, generous profits!* This is only the beginning . . . there are more to come.

FUMOL MOTH PROTECTION

Now is the season! This top formulation in a 16 oz. aerosol package will be wanted by *every single customer.*

A PROFIT OF 69¢
on every can!

CLO-DEO

Closet and room freshener sells on sight as well as by its new, fresh odor that puts "a window in every closet." 16 ozs.

A PROFIT OF 69¢
on every can!

FUMOL SILICONE WATER REPELLENT

Restores suedes, pile fabrics, and protects from soil as well as water. A year-'round profit maker and there's

A PROFIT OF 79¢
on every can!

FUMOL CORPORATION, LONG ISLAND CITY 1, N. Y.

A Plant Within a Plant Solves a Knotty Problem

How an old concern with young ideas handled its expansion

TOP PHOTO shows view of new plant drive-in. Call office was formerly on opposite side of building. Old buildings formerly stood on new site, were purchased and torn down. This setup enables plant to pull traffic from main artery into town. Street in front of old office was made one-way, detracting from drop in business. MIDDLE PICTURE illustrates type of branch-office drive-in installed by Acme. This is located directly across street from huge shopping center, also on main highway leading to downtown El Paso. Activation is provided by quick-service laundry. Drycleaning and finished laundry work are processed at main plant. BOTTOM: Customers need never leave cars at Acme drive-ins. Extrawide driveways lead under covered protective canopy. Attendants provide car service. Center island has invoices, tags, bundles, even cash register. Intercommunicating system from island to call office saves time for customers. Driveway clerk pages inside girl who finds, brings out finished work

By ART SCHUELKE

LONG-ESTABLISHED PLANTS are not necessarily decadent. That is, if management is creative in its thinking and keeps abreast of the times like Acme Laundry and Cleaners of El Paso, Texas. Headed by F. B. Fletcher, this old-line concern is as modern as tomorrow.

Here is a firm that enjoys growth year after year. It's no accident. Mr. Fletcher *planned* it that way. For example, Acme has opened partially activated drive-in call offices. Its main plant has been completely reequipped within the past few years for top efficiency.

And here is one of the best ideas. Acme has set up a cleaning plant within its main cleaning plant to handle branch-office and rush-order business. A beautiful drive-in was installed at the main plant as well.

All these things just didn't happen accidentally. They were part of a long-range plan. When World War II ended, good cash reserves were available. Property owned by Acme in El Paso and other Southwest cities was liquidated for plenty of working capital.

The future of the business was planned one step at a time. First, in order to handle expanded volume, both the laundry and drycleaning plants were completely refurbished. New layouts were installed for more efficient service and better quality. Split-ring assembly and through-the-unit production are examples of the improved setup.

The next phase was actually two separate maneuvers. While aggressive merchandising was launched, at the same time Acme selected three sites for branch offices. These were strategically located near shopping centers springing up on the fringes of El Paso. The plant drive-in was built.

In order to have some activity and to cash in on the quick-service laun-

Continued on page 57

SALES VOLUME INCREASES 69%*

After Switching to

THE DETREX PROCESS

*IT CAN HAPPEN TO YOU, TOO!

ALVIN THOMPSON
Owner

IMPERIAL CLEANERS
174 North Mitten St.
Sarnia, Ontario
Canada

At sixteen years of age, Alvin Thompson began serving an upholsterer's apprenticeship in Sarnia, Canada. A drycleaning shop, located nearby, interested Thompson, so he spent evenings with the owner studying techniques of cleaning. In 1939, he bought the cleaning shop, although because of his youth, he had to retain a lawyer to sign all documents.

In 1942, the course of Thompson's life was changed. He sold his business, and for the next four years, served with the RCAF. On leaving the service in 1946, he returned to Sarnia and immediately started his own drycleaning business again.

Mr. Thompson, now thirty-seven years old, married, and the father of two children, has lived in Sarnia twenty years. He is active in the Chamber of Commerce, a past-president of the Sarnia Drycleaner's Association, and is a member of the Drycleaners Institute of Ontario, Limited. He is an aggressive businessman, very thorough in his operation. His interest in the drycleaning industry is not confined to personal gains. He is persistent in his search for improvements . . . technical as well as administrative.

DETREX CORPORATION
Dept. DD-60
Box 501, Detroit 32, Michigan

☐ Send me all the facts on how I can build bigger business and more profit with the Detrex Process.

☐ Send me all the facts on the new lease arrangement for the Detrex Coronet.

NAME _____

COMPANY _____

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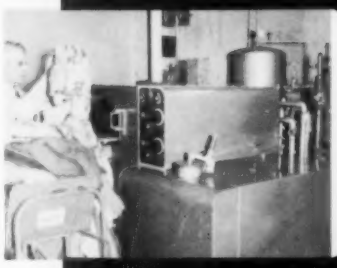
CITY _____ ZONE ____ STATE _____

THE FABULOUS DETREX STORY OF PROFITS



In January, 1946, when Mr. Thompson opened Imperial Cleaners, he employed only one person. Dissatisfaction with his drycleaning process grew steadily, as he felt he was spending too much time on wet cleaning. In 1953, after months of shopping, he decided to install a Detrex Monarch. He retained his old equipment just in case he should need it later. After one month of Detrex processing—and many phone calls from customers commenting on the improved cleaning—he sold his old equipment.

Within twelve months, his sales volume had increased 30%, thus demanding a larger unit. In February, 1955, he purchased a Detrex Two-Bath Ambassador. Since installing the Ambassador, his sales volume has increased another 30% . . . equaling a 69% increase since first installing the Detrex Process! Featuring service and quality cleaning, his volume continues to increase. The route men report that their customers are enthusiastic about the quality of the cleaning.

Mr. Thompson now has fifteen employees and two truck routes covering the entire city of Sarnia . . . population 45,000. He has added a new cold storage vault—6,500 coat capacity—and has just installed shirt-finishing equipment.

Other Important Benefits

CONTENT INSURANCE—Rate decreased from 72c per 100 to 5½c per 100 after installing Detrex.

FIRE INSURANCE—25% premium decrease after installing Detrex.

SOLVENT—Getting $4,220 volume per drum of solvent.

VOLUME—4,500 pounds weekly

WET CLEANING—Now a rarity.

OVERHEAD—25% reduction.

We Can PROVE You Will Make More Profit!

Mail the coupon for complete information on how the Detrex Process can increase your profits and increase your sales volume.

Perhaps It's Time You Stopped Dreaming of a DETREX and Started Owning One!

Why put off the purchase of Detrex equipment any longer? Any Detrex owner will tell you that the purchase of Detrex drycleaning equipment is the best investment you can make. And the reason that they'll tell you that is because Detrex returns a very high profit on the investment. But don't take our word for it . . . ask any Detrex owner in your area . . . he'll tell you how his profits have risen since he bought Detrex drycleaning equipment.

There are three big reasons why Detrex provides more profits.

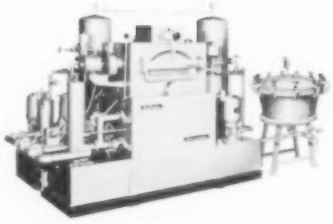
1 *Detrex provides highest quality cleaning and fast service . . . which can't help but increase volume.*

2 *Detrex reduces spotting, re-runs and wet cleaning to an absolute minimum.*

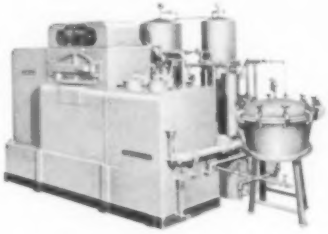
3 *Lowers supply and overhead costs and reduces labor per work load.*

Detrex machines are available in three popular sizes to fit any operation. If you're low on cash, you can start realizing those Detrex profits anyway by leasing a Detrex Standard Coronet or Two-Bath Coronet and Synth-O-Saver.

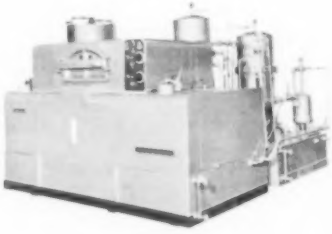
SEE COUPON
ON PREVIOUS PAGE



Coronet—60-80 lbs. capacity per hour



Monarch—90-100 lbs. capacity per hour



Ambassador—over 200 lbs. capacity per hour

Synth-O-Saver—for miser-like solvent consumption

PRINTED IN U.S.A.

DETREX CORPORATION
BOX 501, DETROIT 32, MICHIGAN

INTERIOR of one of Acme's branch operations. Tasteful decor, hygienic atmosphere attract customers. Note spotless floor and complete absence of rubbish or water. Customers do none of work here; this is handled by uniformed attendants

PLANT WITHIN PLANT was installed by Acme to handle branch-office drycleaning, rush orders. Even marking is handled separately. Superintendent Joe Neligan uses special business machine which prices, identifies, provides tags for orders. Marking is adjacent to cleaning unit

Continued from page 52

dry business, the branches became launderettes. This has brought in considerable volume of new business and hasn't affected regular route business, the backbone of the organization. Drycleaning volume at the drive-ins has just about equaled laundry sales.

Locations Chosen With Care

Perhaps one reason for the success of these branches was the care and planning that went into site selections. Another is the attractiveness of these stores. Brightly lighted with louvered fluorescent fixtures, the gleaming walls and floors contribute to an inviting atmosphere. The floors are tiled; equipment is kept spotless. Good housekeeping is the watchword.

The washers are equipped with special troughs to prevent any water puddles on the floor. The tumblers

Continued on page 82

CLEANING UNIT and spotting department are located close together, saving steps. Work is fed into the finishing department by a simple slickrail arrangement

WHILE EXTRA PLANT is only miniature of main operation, it is fully equipped. Pressers have air-driven equipment, steam-air finisher, complete silk unit setup

FROM TWO low-volume routes to nine bringing in $7,000 weekly total is success story at Falconer's Cleaners and Launderers in Minneapolis. Above, trucks are lined up in front of firm's drive-in, also chalking up impressive volume growth

How a Plant Develops Routes

Customer control and coordinated promotion back up careful hiring and training

EXPANDING ITS ROUTE system from two to nine routes and from a volume of $700 a week to between $5,000 and $7,000 has taken more than quality service and hard work at Falconer's Cleaners and Launderers in Minneapolis.

Work and skill have been given a purposeful direction by a simply operated system of customer control that keeps routemen constantly informed about every customer. This includes obvious facts such as name, address, phone number, whether c.o.d. or charge, and such incidental but important information as names of children, exact location of laundry bundle (as explicit as "in basement, to right, behind curtain").

All this information is registered on a rectangular card, looking something like a library card, with ruled-off spaces below the name, address, phone, pickup-and-delivery-time blanks at the top. This form enables the routemen to enter each order—giving the date, weight, type of service and any special instructions (such as identification of a certain spot).

Each routeman has two wooden boxes. In one he keeps the "irregulars"—customers who do not follow a set pattern of every week or every two weeks or even every month, but who may call in two or three times in one week and then not again for two months. These tickets are filed alphabetically and the routeman goes through them each week to check the last order date. If no order has been received for six weeks, he makes a personal call.

The customer may simply have been neglecting to gather up a drycleaning bundle or there may be a complaint. In the latter case, the routeman handles it himself, if possible. If not, or if he feels that the customer would be better satisfied with an explanation or some further action from management, he refers the complaint to E. W. Freudenthal, service manager.

Personal Customer Contact

Mr. Freudenthal, who began with the firm back in 1945 when the present owner, Arnold Vartdal, purchased the plant, is directly concerned with route growth. He personally checks on the functioning of the customer-control system to make sure that it is continuing to contribute to the impressive growth of Falconer route business.

For instance, Mr. Freudenthal insists that each routeman report to him when a customer quits doing business with Falconer's, even though the customer loss may be due to circumstances beyond the company's control—a move to another city, death, etc. Mr. Freudenthal personally checks out each customer discontinuance.

System Organizes Time

Frequently, by applying the rule of consistent personal contact, the routeman is able to shift an "irregular" into the "regular" box. This second wooden box contains all the tickets of customers who are on some established schedule of service. These tickets are filed according to day. For instance, on Tuesday when the driver starts his day's work he takes the cards for "Tuesday," arranges them in sequence as they are located along his route, checks each name against the laundry bundles and drycleaning items which he loads into his truck. Thus he

MOTH SEAL

MEANS MORE PROFIT

Your customers will pay 25¢ to 50¢ *more* on each cleaned garment that is delivered to them in a genuine Moth Seal Storage Bag. And you will be increasing your dry cleaning volume by packaging only in *non-reusable* Moth Seal Storage Bags that are made of heavy paper and thrown away after they are opened.

Your customers' garments will positively be brought back to you for cleaning after they have been put into use. Order your Moth Seal requirements TODAY from your Lincoln distributor.

Write for free samples!

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE · CHICAGO 39, ILLINOIS

Serving the *Thinking* dry cleaners of America

CUSTOMER CONTROL involves each routeman keeping two permanent files—regular and irregular customers. Customer control slips are sorted by routeman, kept in wooden box (rear of desk) for day's pickup and delivery. Telephone-call records are kept on clipboard, one clip for each man

is able to start out with a basic assurance that his pickups and deliveries will proceed with the least waste motion and the least chance for oversight or error.

Each routeman telephones in at noon to receive any telephone messages that may have come in for him. Phone calls are filed on a clipboard, each man having a separate clip and checking out his calls at noon and at night. Since he has the customer-control cards with him at all times, the routeman finds it simple to enter whatever phoned orders he obtains from a call back to the office.

When the routeman returns to the plant in the evening, he deposits dry-cleaning bundles in the appropriate chute—labeled "rush" or "regular." Since he has *everything* in writing, he does not forget any special instructions given him by the customer. And he has a double check on production (Mrs. Smith's formal promised for Friday will be brought to his attention when he checks through his Friday cards on Thursday evening) and route calls.

The routeman makes between 80 and 125 calls daily, depending upon the day (Monday and Tuesday are very heavy) and the territory. The company suggests the routemen make at least three calls daily to solicit new business. To help them along in this respect, the company subscribes to a newcomer service that keeps Falconer's apprised of new residents in the various route areas. These slips are turned over to the routemen with standing instructions to waste no time in getting to the home of a new resident, particularly one moving to Minneapolis from another city.

New-Business Solicitation

The call for new business is an important one. The routeman is trained to stress three factors: (1) dependability—calling attention to the company's 65-year history in the city; (2) quality—citing some pertinent facts about the company's modern plant and advanced methods, and (3) service — giving pickup-and-delivery schedule, with mention of special fast services offered.

Falconer's is experimenting now with some direct-mail advertising that will go to the new resident before the routeman's call. The firm is also preparing an introductory letter to each new customer, supplementing or repeating what the routeman has said about the company, its methods and services.

About 60 percent of Falconer business comes in on the routes. Both drive-in and route business are expanding rapidly, although continuing in about the 60-40 ratio. Mr. Vartdal feels that both types of service are essential and that only by offering the customer his choice or a combination of services is the company doing its utmost to gain and hold customer loyalty.

Mr. Freudenthal, who does the preliminary screening when routemen are hired, gives credit for route success about equally to "the company behind the man" and to the work done by men carefully selected for the job.

"In response to an ad we may have 100 applicants," Mr. Freudenthal comments. "Out of that number, usually only two or three conform to the standards we think are important."

New Applicants Are Screened

First, Mr. Freudenthal checks the applicant's work record. He prefers men who have not had previous experience in the cleaning and laundry field, but he wants a "steady" man, one who has not skipped too frequently from job to job. He asks for three or more references and investigates these thoroughly, as well as obtaining his credit rating. "He has to have good credit," Mr. Freudenthal insists. "If he owes a lot of debts he is not free to think about his work. We don't want him starting out on his work with a mental hazard."

Falconer's likes to hire a routeman who is married, prefers him to have children and looks favorably on a man settled enough to be buying a home. Appearance counts appreciably. The company does its part by going 50-50 on a uniform. "We're looking for route *salesmen*," Mr. Freudenthal emphasizes, "and everyone is aware of the important impression that appearance makes."

Continuing his criteria for hiring routemen, Mr. Freudenthal cautions against setting too high standards of education or hiring a "hot shot" who feels he's above the menial tasks (carrying laundry bundles, etc.) involved in route work. The age range for applicants is 25-40, the average age of the routeman hired being 33-35. Health must be adequate for the physical labor and long hours of the job.

The man hired is put on a 30-day trial period, although in actual practice two or three weeks is all that is necessary for both company and employee to determine whether the arrangement is satisfactory.

The pay arrangement is seldom a stumbling block, because Falconer's indicates a personal interest by not adhering to a set guarantee. Instead, Mr. Freudenthal asks the man how much he needs a week to get along and the guarantee is usually set accordingly. Union contract calls for a base pay of $24, plus 12 percent commission on all sales. Falconer's ordinarily guarantees a man $65 to $70 per week. To cite a case: A routeman does $200 worth of business in a week. His 12 percent commission then totals $24. He gets the $24 base pay added to

Count the salesmen in this picture

NICK MITCHELL, who in partnership with his brother Gus operates Liberty Cleaners in Birmingham, Michigan, feels use of these DOW-PER sales aids increases volume.

effective DOW-*PER* sales material does a solid selling job all day long!

DRAMATIC AND CONVINCING—these newspaper mats and wall and window signs are available from your DOW-PER distributor. Take advantage of them by contacting him right away!

DOW-PER® is outstanding for top-quality cleaning results. And these hard-selling newspaper mats and point-of-sale material tell people about it . . . dramatically and effectively!

This is the kind of all-out support you get from your DOW-PER distributor. It's sales support that adds up to consistently higher sales and profits for *you!*

DOW-PER is used in more drycleaning plants than any other synthetic solvent! The reasons: It's a *stabilized* perchloroethylene solvent made specifically for the professional drycleaner. It helps your units run the smoothest, fastest cycles in the business. Your customers will appreciate the difference—and so will you! THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on DOW SOLVENTS DOW

this—a total of $48. But he has been guaranteed $65 so he gets $65. Top routemen usually make about $120 per week.

When a new routeman is hired at Falconer's it usually means that a new route is being scheduled. (The firm has had to replace only two or three men during the past 10 years.) The company serves all of Minneapolis and the Richfield, Bloomington, Edina and Robbinsdale suburbs. Eight of the present routes are family routes; there is one commercial route.

A new route is often indicated when a routeman finds he is so busy handling current customers that he does not have adequate time for soliciting new business. To form a new route, add new customers and, at the same time, not penalize the routemen in existing routes while they are building up the new business potential in their areas, Falconer's guarantees the routeman that he will not lose money. For example, in an average $900-volume area, Falconer's may remove what it estimates is $100 worth of business. It guarantees the routeman that amount for a period of six months while he replaces that business and brings the volume up with new customers.

When a route is to be made up, invoices for the preceding three or four weeks are studied so that the sections to be removed from existing routes may be pretty well tabulated as to dollar volume.

Here again the customer-control system works to advantage. Complete data on each customer in the separated section of route can be transmitted to the new routeman so that personalized service may be continued smoothly, even to the new man avoiding the surly dogs and calling the customers by name!

The new routeman trains with the route supervisor from three to six weeks before he is allowed to go out on his own. For the first few days he simply observes, asking questions and noting such general information as:

Never go to the front door unless given definite instructions by the customer to do so.

In the case of a complaint or claim, transmit information in writing immediately to Mr. Freudenthal.

In making a call on a prospective customer remember to take along the company's gift—usually a package of needles or similar useful article (which costs the company about 20 cents and serves two purposes—the goodwill engendered by a gift and the advertising afforded by having Falconer's name and address printed on the item, ordinarily kept for a long time).

Always follow up the first call (which usually yields an order) by a call the following week to make sure that everything was all right and to emphasize the wish to make that family regular Falconer customers.

The routeman is taken on a detailed tour of the plant so that he may describe, precisely, such processes as the five sudses and five rinses of laundry work. Then he begins writing up tickets and tying bundles.

The routeman begins work at 7:00 a.m., works till 6:00 p.m. five days a week. The company is as cooperative as possible in making certain the routeman has time to contact new prospects and visit old customers in order to build up his sales volume. To relieve him of an hour's paperwork daily, for instance, regular customer invoices are run off for him on an addressograph. His telephone messages are on neat forms, clipped under his name on a clipboard. Mailings to his customers are done for him. And he has handy message tags to hang on the door when he misses a customer, saying, "Sorr I missed you," and with blanks for him to check saying when he will return. # #

Old-Fashioned Marking Tags
are as outdated as
marking with a....
QUILL PEN

Today, you need PRE-MARKED STRIP-TAGS
to multiply your profits by
cutting marking & checking costs to 50%

SAY "GOODBYE" TO:
- Transposed Numbers
- Ink-Stains-Damage
- Garment Loss Claims
- Illegible Numbers
- Eye-Strain
- Messy Pads & Machines

Also remember TOKEN-TAGS
FOR SPECIAL-INSTRUCTIONS
6 VIVID COLORS one for each department
20-separate instructions
Let Token-Tags do it right, the first time

10-BRIGHT COLORS!
Lot (unit) Numbers
1 to 40 in each color.
400 COLOR-NUMBER COMBINATIONS-
$3.50 BOX (COLORS) $3.30 BOX (WHITE)
1000 strips to the box-
6 tags to the strip
(numbered 001 to 1,000)

For Best Results-use both tags together!

PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P. O. BOX 2430
SAN DIEGO, CALIFORNIA

Consult your distributor or write us direct!

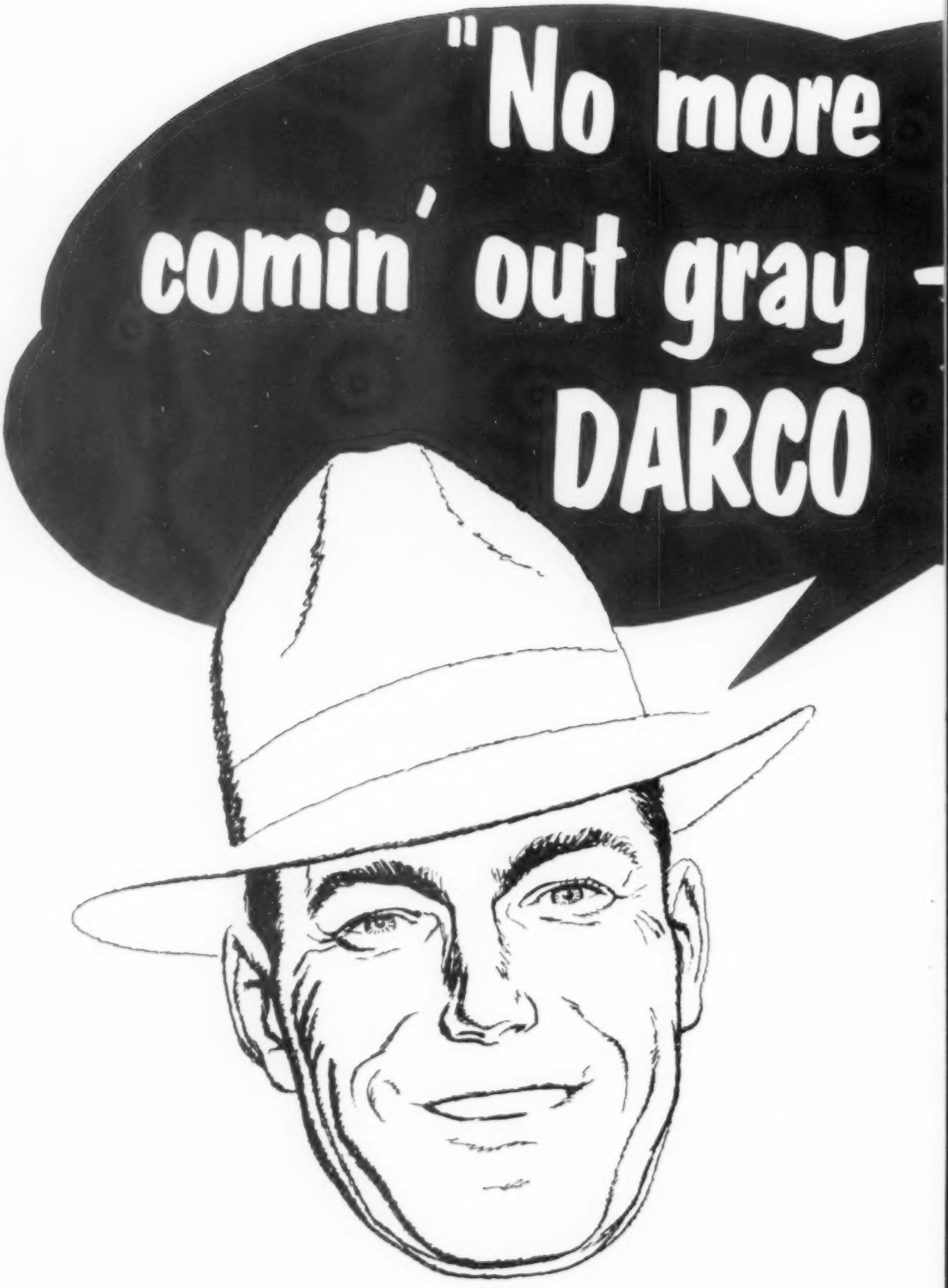
"pressing is truly artistic with my new Hoffman AERODRAULIC"

"My operators have become artists, like the old master pressers. No kidding. Every garment that comes off our new Hoffman press looks as fresh as a new painting. When my Hoffman representative told me how Hoffman had teamed up air and hydraulic power for flexible pressure control I was interested enough to give it a try. Now I've seen the results for myself. And, brother, I'm overwhelmed. This Hoffman 'Aerodraulic' is great. It's the last word in finishing. It's *artistic!*"

Hoffman manufactures a complete line of "Aerodraulics" for your every pressing need. Triumph of the spring season is the offset skirt press (illustrated above in a silk finishing unit) in 38, 43 and 47-inch sizes, for either foot-pedal or "Aerodraulic" operation.

Get details on the new "Aerodraulic" master presses from your Hoffman representative, or write:

U. S. HOFFMAN
MACHINERY CORPORATION
105 FOURTH AVENUE, NEW YORK 3, N.Y.


"No more
comin' out gray -
DARCO

white clothes — I'm usin' every day!"

"Down here in Dixie, folks are just plain tough on a cleanin' man. I'm out makin' deliveries this one afternoon, when I hear—'Jeff, what y'all doin' to my white clothes? They're lookin' mighty *gray*. Don't even smell clean anymore!' This went on for several days. I knew somethin' was sure enough wrong.

"Funny coincidence, but that's the week my distributor salesman came by. And that's the first time I saw that *NID* Report* on DARCO DC. This looked like the answer to my problems.

"I read how DARCO activated carbon was used in Institute tests . . . how bleedin' dyes affect light garments . . . what happens to solvent when DARCO is not used.

"Tried usin' DARCO regularly, like they did in the tests. And I sure got the surprise of my life! It worked just like a charm! Been usin' DARCO every day since. I like it. My customers like it. And I'm not losing hardly any soap either—less than 2 ounces per 100 lb. of cleanin'.

"And this new 2-pound 'Carbon Meter' package is a peach. Just pour in the right number of bags in the mornin'—and the solvent stays clear and clean all day long. No guesswork. No mess."

* *National Institute of Drycleaning, Silver Spring, Maryland*

NEW 2-LB. DARCO PACKAGE

WHAT BETTER SCIENTIFIC PROOF! Read the new NID Report, "The Use of DARCO In 1-Bath Charged Systems." Scientific tests prove what DARCO can do. Write for a copy right away!

CHEMICALS DIVISION
ATLAS POWDER COMPANY
WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.
Brantford, Ontario, Canada

DIP TANK is used for saturating garments with mothproof solution. After first being cleaned and spotted, garments remain in 30-gallon tank for few minutes until fully impregnated. Solution is mixed at rate of 1 gallon mothproof to 25 gallons solvent

Is Mothproofing Profitable?

Very much so . . . as you'll find when you read how Swift Service does it

By GERALD WHITMAN

WHEN MOTHPROOFING volume represents approximately 8 percent of your annual gross sales, that's not small potatoes. And when you charge 50 cents for mothproofing a dress or suit while your cost on each of these garments is about 2 cents, we think you will agree that mothproofing can be *very* profitable.

An outstanding example of this happy situation is Swift Service in Mamaroneck, New York, where partners Saul Gurtin and Jack Waldman subscribe to the theory that a cleaner should be paid for what he does. Swift's record is proof that you can build mothproofing into a very lucrative service if (1) you give your customer a quality job, (2) you advertise it effectively, and (3) you make it worthwhile for your routemen to promote it.

On top of the income derived from plant mothproofing, Swift's sells packaged moth crystals and nuggets over the counter and on the routes to the tune of about $3,000 a year.

Equally important as the sales of mothproof service alone, so far as Swift is concerned, is the fact that it creates *additional* cleaning business. Here's why: Because the firm charges for mothproofing over and above the regular cleaning price—and because it is lucrative—this service is promoted as heavily as any other, not merely given when the customer asks for it. Many persons who are attracted to Swift principally through mothproof advertising become steady customers.

In other words, Swift maintains, if you promote mothproofing actively—even with an extra charge—people will know where they can have the service performed and will bring you their business.

Swift promotes its mothproofing service four ways:

1. Customers who bring their garments into the plant are asked by the counter girl whether they want the garments mothproofed and, if necessary, are told why mothproofing is advantageous. (Swift advertises that its mothproofing is good until the next cleaning or for a period of one year if the garment is not cleaned again during that time.)

2. Routemen perform the same selling function as the counter girl when calling at the customers' homes for pickups.

3. Circulars are placed in shirt boxes and garment bags. They are also sent by mail to charge customers with regular bills.

4. Mothproofing is mentioned in most of the firm's newspaper advertising.

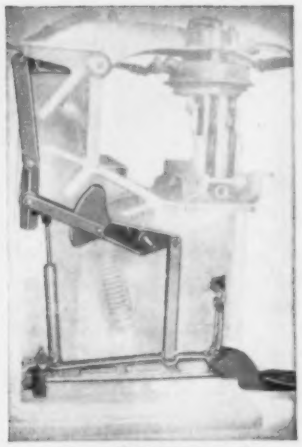
Since Swift does such a sizable volume of mothproofing, such garments are plant-processed in separate loads from those to be cleaned and finished only. This is particularly true during the busier seasons.

The driver keeps all of the to-be-mothproofed garments together on his truck and when he completes his run ties them all together and places a mothproof tag on the bundle. When the garments are marked in at the end of the day the girl affixes a special colored tag on the garments requiring mothproofing.

After they are cleaned in regular loads and dried, a portion of the colored tag is torn off indicating that these to-be-mothproofed garments have already been cleaned. This rules out the possibility of inadvertent recleaning should any of the garments be misplaced. Then the garments are

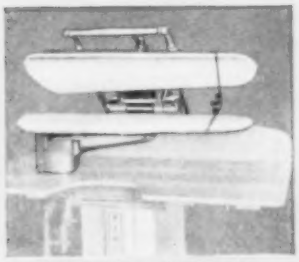
4 and 20 More—

Reasons this PANTEX DELUXE Foot-Operated Press Set a New High Sales Record in 1955

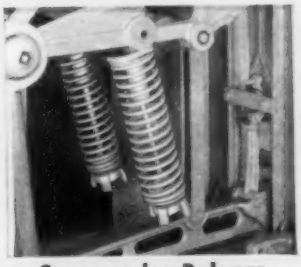


Greatly Improved Leverage

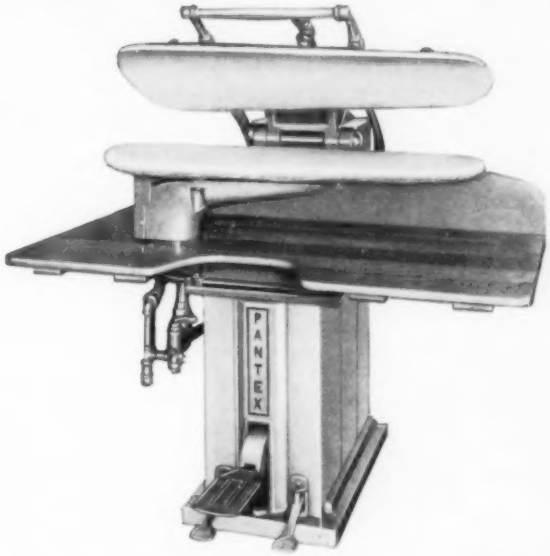
Automatic Oil Check



Wider Head Opening



Compression Balance Springs



Simply because no other Foot-Operated drycleaning press has so many built-in features of superiority, no other can match the Pantex Deluxe for popularity.

There are a full two dozen reasons why this press leads its field today. Here are some facts about just four of its top-value features. Read them, now, and *send for the Bulletin* that tells about all the other things that make a Pantex Deluxe the choice of drycleaners who invest equipment dollars with care.

4 Examples of Better Press Building

Basic engineering superiorities make a Deluxe press *light as a feather* to operate. And, more free from problems than any press has been before.

Improved Leverage Design greatly reduces friction in the operation of the heavy parts . . . saves wear and operator effort. A bridge-like truss, welded to the frame absorbs all stress and strain. A simplified Automatic Compensator eliminates backlash and permits easy pressure adjustment between head and buck.

Compression Balance Springs replace the old-fashioned counterweight. This eliminates fatiguing drag as head is closed . . . eliminates treacherous and troublesome tension springs . . . ends danger from a falling head. The head lever adjustment for varying fabric thickness can be set fast and easy from front of press.

Automatic Oil Check permits maximum opening of the head every time . . . with a fast, smooth "gliding" action. It is a positive, self-adjusting check that ends bounce and jar and reduces noise in the head action. Coupled with the improved leverage, compression balance springs and roller bearings, this check provides unheard-of smoothness in action that cuts time and effort to boost production.

Wider Head Opening . . . an actual 50° opening between head and buck provides extra working space . . . assures easier garment handling and lays.

Pantex MANUFACTURING CORPORATION

Box 660B, Pawtucket, Rhode Island

RECOVERY of mothproof solution is accomplished by placing pan beneath outlet pipe of extractor. Same thing is done with sizing and waterproof solutions

spotted and carted off to the mothproofing tank.

Evidence of Swift's insistence on quality mothproofing is this: It is possible to clean and mothproof a garment at the same time—so long as the loads are kept separate—but the areas where a garment has been spotted will be stripped of mothproof protection. Swift, therefore, cleans and spots first, with mothproofing done as a final, separate operation.

Swift's mothproofing is accomplished by the dip method in a 30-gallon capacity tank. This tank, incidentally, can also be used for sizing and waterproofing. A full load requires 1 gallon of liquid mothproof solution to 25 gallons of solvent.

The garments are placed in a wire-mesh receptacle and, by pressing a button, the load is lowered pneumatically into the solution where it remains for a few minutes until fully saturated.

Following the mothproof bath, the garments are placed in a nearby extractor for about 30 seconds, depending upon the weight of the load. Blankets, for example, are given a longer extraction period than suits. The mothproof solution empties into a basin placed beside the extractor and much of it is used again in the tank.

When the garments have been dried, adhesive-backed labels are ironed on indicating to the customer that they have been mothproofed. The labels are dated and, as mentioned previously, pronounce that the garment will be mothproof for one year or until the next cleaning. The adhesive is solvent-soluble and dissolves if the garment is cleaned again.

Although Swift's average cost for mothproofing a garment is about 2 cents, the firm charges 25 cents for single items like slacks, jackets and sweaters, 50 cents for dresses and 75 cents for blankets and coats.

Complementing Swift's plant mothproofing service is its retail sales of canned mothproof crystals and nuggets. Although confined principally to the spring, this sideline brings in about $3,000 on an annual basis.

The material, displayed on the call-office counter as well as distributed on the routes, is packaged in 1-pound containers selling at 60 cents and in 5-pound cans at $2.50 apiece. Even customers who bring in garments for plant mothproofing will buy extra cans of moth crystals for use in closets, drawers and garment bags. Swift's packaged moth crystals are by no means less expensive than those easily procured in hardware and five-and-dime stores, but they are readily sold over the counter as a point-of-purchase item simply because they are displayed in a store identified with garment maintenance.

According to co-owner Saul Gurtin, a profit of about 60 percent is realized on the sale of canned moth repellents.

The routemen also bring in sizable orders for moth crystals and nuggets, with some customers buying as much as 20 pounds at a time. The driver explains the value of mothproofing closets to his route customers and takes orders for delivery his next call.

Although one routeman has been known to sell as much as $200–$300 worth of cans a week during the spring season, average route sales are closer to $100 a week. The routemen are eager to push the sales of packaged crystals, as well as plant mothproofing, because they earn the same commission on this type of volume as on regular drycleaning.

Swift, incidentally, also sells plastic bags for garments and blankets and for use as slipcovers—over the counter and on the routes.

If any cleaner still needs convincing that mothproofing *can* be profitable, that cleaner should check with Swift Service personally. # #

COUNTER DISPLAY of packaged moth crystals and nuggets, coupled with sales on routes, accounts for additional sales of about $3,000 a year. Plastic moth bags for garments, blankets and slipcovers are also sold in call office and on routes

For writing ink stains there's nothing like

WriteGo

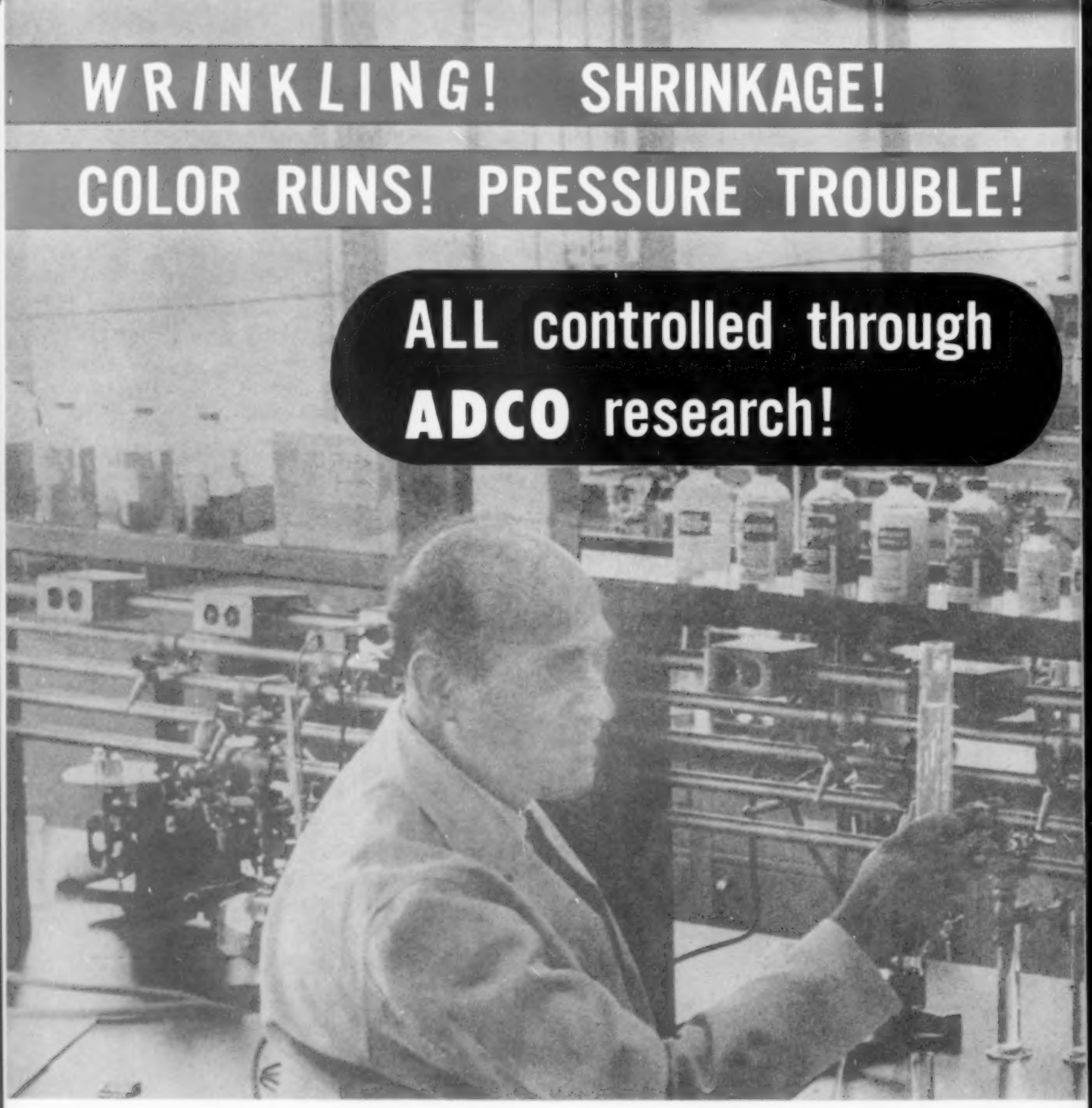
You save time, save money when you use *WriteGo* —the modern *one-step* liquid agent that takes out all water-base writing ink* stains, including permanent-type inks. *WriteGo* works quick as a flash —apply it right from the bottle. Requires no ammonia or acid, no rubbing or working in. *WriteGo* may be used before or after cleaning—it is not necessary to reclean garments after spotting with *WriteGo*. Safe and sure, *WriteGo* can be used on almost any color, any fabric that is not affected by water or steam. Comes in handy square bottle with dropper-cap.

**For ball pen ink stains use TarGo*

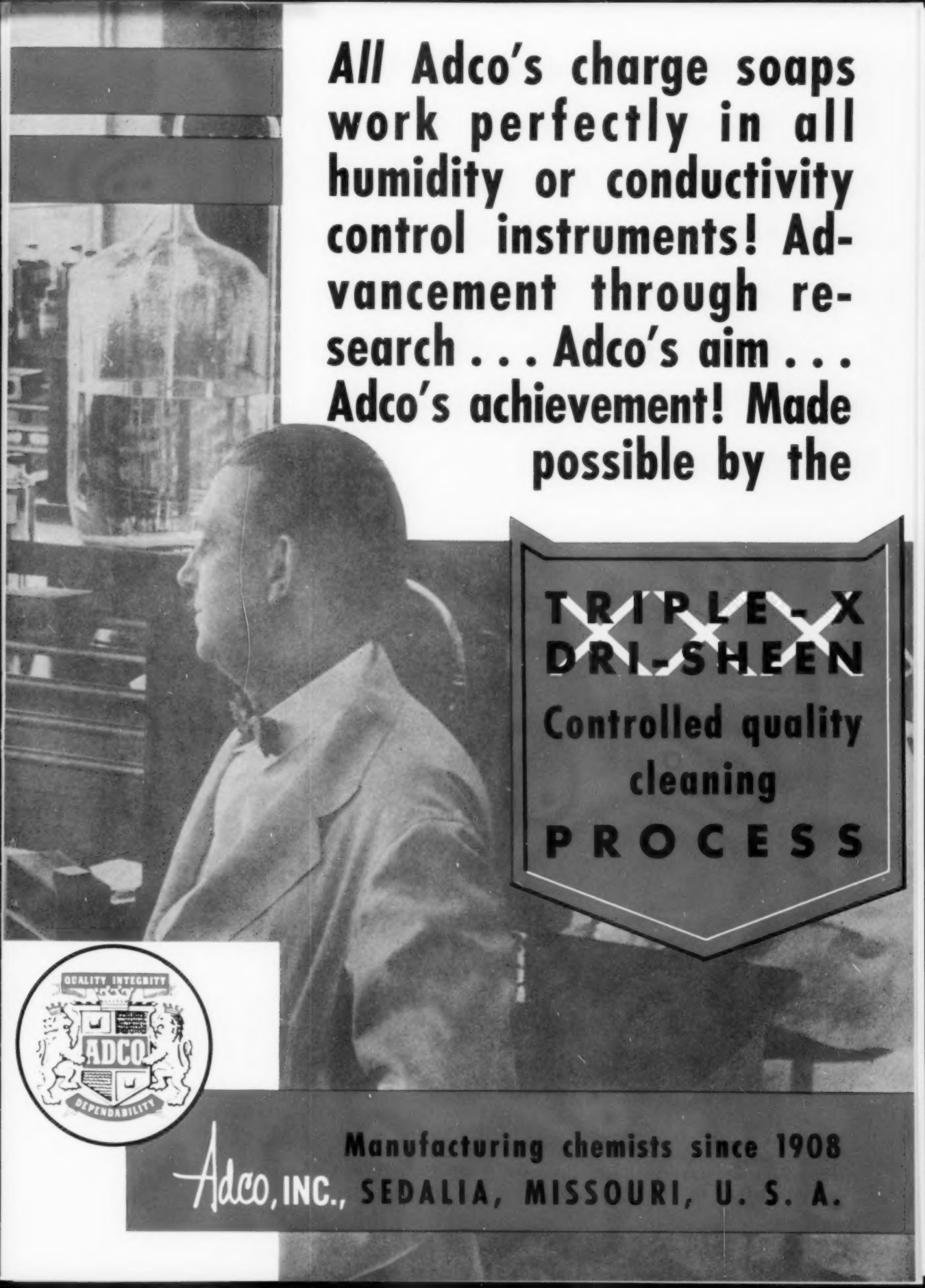
It's a WILSON "GO" product
...made by
A. L. WILSON CHEMICAL CO.
...sold by LEADING JOBBERS

FREE

New "Shirt Launderer's Spotting Guide." Handy wall chart lists 19 common stains, shows what to use to remove them. For a copy write *A. L. WILSON CHEMICAL CO., Kearny, N. J.*



It's a true scientific triumph... the ability of new Triple-X Dri-sheen to absorb *instantly* the moisture added to your charge system... no time lag of several minutes when moisture is not under control subjecting your loads to wrinkling, shrinkage, color running, excess pressure. This fatal time lag was a dangerous money-wasting characteristic of all old-type DARK CHARGES including Adco's own original charge soap. With wonderful new Triple-X Dri-Sheen Adco's research under Chief Chemist A. Fabry (left) and Dr. J. C. Alexander, (right) Director of Research, banishes this plague of the dry-cleaning industry forever.


All Adco's charge soaps work perfectly in all humidity or conductivity control instruments! Advancement through research . . . Adco's aim . . . Adco's achievement! Made possible by the
TRIPLE-X
DRI-SHEEN
Controlled quality cleaning
PROCESS
QUALITY INTEGRITY
ADCO
DEPENDABILITY
Manufacturing chemists since 1908
Adco, INC., SEDALIA, MISSOURI, U. S. A.

STAR-SERVICE HANGER

DIVISION OF L. A. YOUNG SPRING & WIRE CORPORATION
9200 RUSSELL STREET, DETROIT 11, MICHIGAN
PLANTS IN CHICAGO, ILL.; TRENTON, N. J.; LEEDS, ALA.
DIVISION IN CANADA: MARSHALL VENTILATED MATTRESS COMPANY, LEASIDE, ONTARIO

CONVENIENTLY PACKAGED IN 500 LOTS

COOLING TOWER at Wallis Cleaners cools the freon refrigerant rather than water. Powerful fan liquefies the gas, which in turn keeps compressor and motor cool by simple repiping job on compressor unit. Corrugated shield protects tower from weather

Refrigerated Solvent Smooths Production Wrinkles

Locally built unit solves problem after trial-and-error installation

By **ART SCHUELKE**

LIKE TOPSY, the solution to a problem "just growed" at Wallis Cleaners in El Paso, Texas. In an effort to overcome a hot solvent condition, many obstacles arose. One remedy seemed to create another problem. But finally an effective troublefree installation more than repaid this plant for its efforts.

For years this top-quality plant was plagued by the usual headaches brought by hot weather. High temperatures in the Southwest increased spotting problems, slowed finishing production. Last season it was decided to install water coolers on the solvent line. Refrigeration was considered, but dropped in favor of tap-water cooling.

This was a calculated risk, since water has a ground temperature of 75 to 80 degrees at times in El Paso. Then an ironic situation arose. Ever since water coolers have been on the market, the supply has been plentiful. But once Wallis Cleaners decided to purchase a couple, manufacturing difficulties delayed shipment for several months.

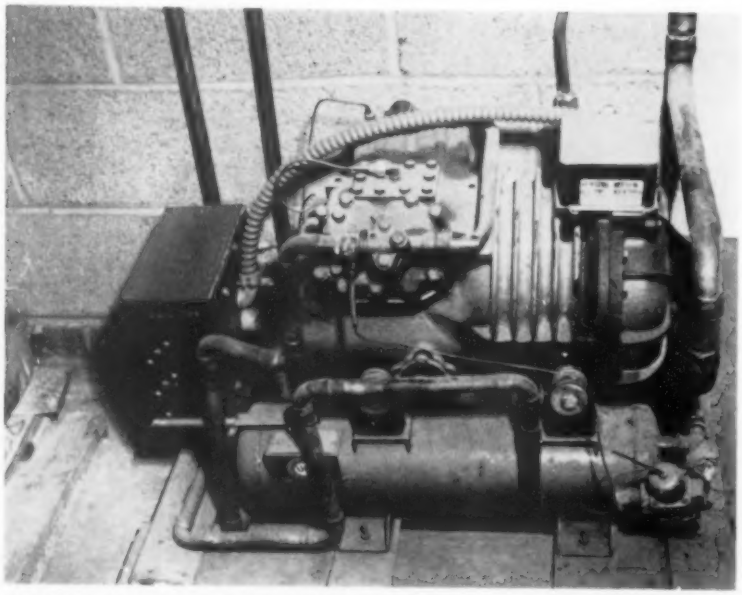
Once the plant planned on the installation, the delay became intolerable. Drycleaning service was slow and production costs were excessive. In the interests of seeking a quick solution, M. M. Wallis, Jr., contacted a local refrigeration firm. This company knew a good deal about its business, but not as it applied to solvent-cooling and drycleaning procedures.

As a result, the firm did produce an efficient unit but not without a good amount of trial and error. Purchase of one of the several package units available to drycleaners could have saved time and money.

It was agreed to abandon the straight water-cooler idea and to go to a refrigerated unit. This local firm felt that a compressor plus a regular water chiller might do the trick. A 3-ton compressor was purchased and installed.

One real benefit from the fresh approach used by the local firm was the installation of a freon cooling tower. Rather than use a cooling tower for water to cool the compressor, the tower is used to cool the freon gas itself. Heat is generated from three sources; from the gas that cooled the solvent, from the compressor motor and from the compressing action itself.

The Unicon cooling tower liquifies the freon gas, which in turn cools the



THREE-TON COMPRESSOR supplies coolant for two filters running separate washers. This is slightly oversize, but unit "loafs," prolonging its life

compressor, its motor and then the solvent. This is advantageous in high-temperature areas such as the Southwest, where water costs can also be a factor.

A simple repiping job on the compressor enabled Wallis Cleaners to use this modification. This was but one of many changes made on the job to get maximum efficiency with a minimum of trouble. A bit of foresight was involved in selecting the proper compressor size. It was first felt that a smaller unit might do the job. However, Wallis decided to go to the 3-ton job. As a result, the unit works easily and is available for future expansion.

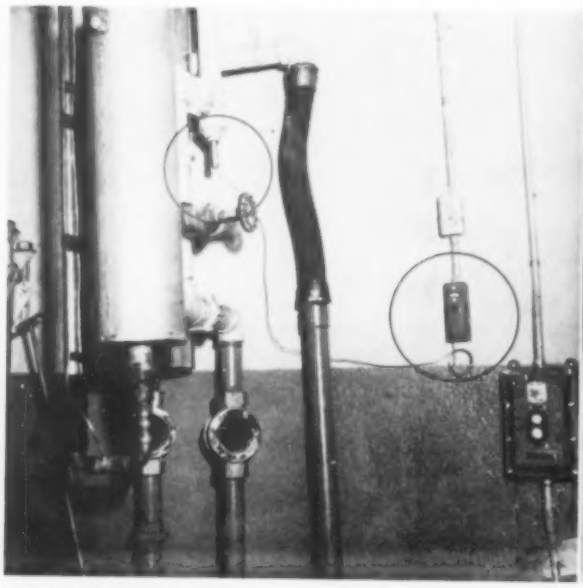
When the installation was finally completed, the cleaning equipment was started. Almost at once, pressure developed that threatened to blow the lid off the filter. A quick call to the refrigeration people disclosed a point that had been overlooked. The actual cooling chamber was a converted water chiller, as mentioned earlier.

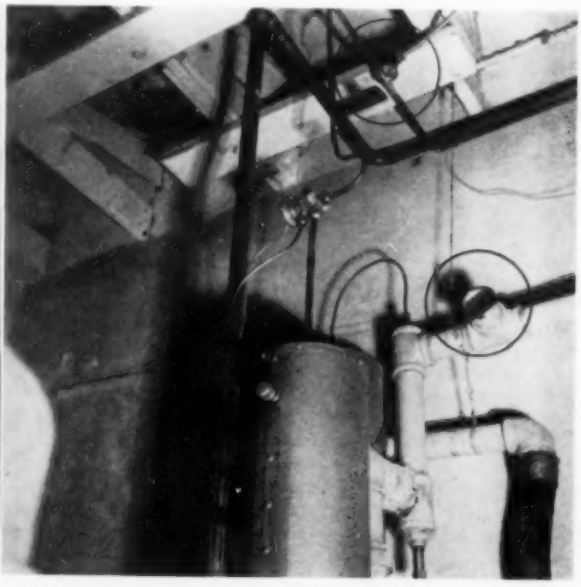
It was found that this had a capacity of some 1,700 gallons of water per hour. Used on a 3,000-gallon filter, it simply was inadequate. But it was the largest water cooler available. In order to get back into production, the plant installed this cooler on a by-pass arrangement on the filter. A regular line allowed the bulk of solvent to pass through without going through the cooler. It is estimated about 80 percent of the solvent passes via the regular line. Only 20 percent goes into the cooler.

A sensitive thermocouple is placed in the flow line just before the main flow line and the cooler. It activates a thermostat, which in turn operates a solenoid valve that controls the freon flow.

This arrangement is so efficient that the solvent is kept at 80 degrees F even though only a relatively small portion is subjected to the cooler. After all the trial and error involved, the unit finally was completed, and production resumed.

Results were phenomenal. The very first day the pressers finished early. The spotters sped through the work. The finishers weren't battling wrinkles and breaks. Customer service was expedited. Since that time the expenditure of some $3,000 has more than paid for itself. Perhaps not in direct monetary returns, but in ease of work and greater customer satisfaction. # #





Left: THERMOCOUPLE mounted in solvent line activates thermostat mounted on wall. Switch in line permits turning unit on or off. At left of thermocouple is modified water chiller through which portion of solvent passes. This is on by-pass setup needed since chiller has capacity of 1,700 g.p.h., filter pump 3,000. Right: UPPER VIEW of refrigeration installation. Solenoid valve at extreme top is activated by sensitive thermostat, permits flow of freon through converted water chiller. Dial-type thermometer in solvent line checks performance of unit

Save a buck a day the BUTLER Big-Flo® way!

If you're operating a synthetic unit with a bag filter, you can save $364 a year or more by switching to a Butler Big-Flo Filter.

Every time you clean a bag filter, you lose at least $7 worth of perc that has been soaked up by the filter powder. Weekly cleaning means an annual loss of $364. It means a weekly mess . . . made even more unpleasant by nauseating fumes. And putting it off often results in pressure buildup and mid-day plant shutdowns.

Air cleanout leaves muck shovel-dry

Butler Big-Flo, with air cleanout, recovers this weekly $7 worth of expensive perc, leaves the muck bone dry — so dry it can be shoveled out . . . clean, quick and virtually odorless! Reduces cleanout to a minor operation every 3 to 5 weeks. Butler Big-Flo is available in six sizes to fit your particular requirements.

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FORMULA for Woodmoor's self-service operation is as shown: automatic conveyor; electrically wired dial system for selecting personal order number; modern check-out cash register that records everything and gives customer itemized receipt; control box with tab number of conveyor vacancies; file for office slips and a garment holder. Entire staff: one person. Contemplated changes: telephone-type dial and improved conveyor arrangement

Self-Service Gets a New Twist

Customers pick up own orders by turning a dial

By ROGER GANEM

SELF-SERVICE, the type whereby the customer picks out his own drycleaning without assistance, without walking and without waiting, has been in operation at Woodmoor Cleaners in Silver Spring, Maryland, since December 1, 1955. Guided by a pre-assigned slot number, the customer merely sets a dial, pushes a button—and an electrical conveyor presents him with his clothes.

"This is self-service in the strictest and most modern sense of the word," plantowner Si Mirin stated. "It blends in with the trend of the times and the desires of the people. They have become accustomed to this type of buying in other establishments for many years. Today they would rather wait on themselves, even in drycleaning plants."

The Operation

Mr. Mirin added a few features to two automatic conveyors that transformed the units from fast operation by employees to self-service by the customers. The attraction operates by a dial system.

"The secret of the entire operation is the pre-assigned number given to the customer the moment an order is received."

Here's how the system was evolved:

Each rotating conveyor can hold 400 orders in the 50 sections of 8 separate slots each. The dial readings that cover the numerical range of each section are placed on a wheel housed in a box in front of the conveyor. This means the dial-wheel has 50 selections such as 233-240, 241-248, 249-256, etc.

By setting the dial to his particular number, or close to it, and then pushing a button, the customer can set the conveyor into motion. This movement is arrested on his number by electrical impulse. He has only to reach up, remove his cleaning from the rack, pay the checkout girl and depart.

The procedure is explained on the dial box, and is so uncomplicated that even a child can operate it. Many do. The kids, it seems, can also influence their parents into patronizing a cleaner of the kids' choice.

The Big Difference

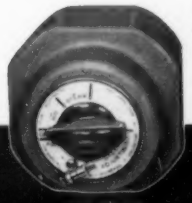
"In other plants where conveyors are used," Mr. Mirin remarked, "the bagger-sorter places the clothes in any vacant slot, then notes the number and records it on the office copy. The customer, therefore, has to stop at the counter and give his name. The girl, after finding where his cleaning is located on the conveyor by fumbling through the files, manipulates the electrical unit herself.

"While this saves steps, it doesn't save time. Then it dawned on me that if the customer's claim check listed the number where his order could be found on the conveyor, the idea would have merit. *Continued on page 78*

FULLY AUTOMATIC

GET BEAUTIFUL FINISHING . . . SAVE TIME AND MONEY!

CISSELL FORM FINISHER



CISSELL-BUILT TIME SWITCH

FREES OPERATOR FOR OTHER WORK!

STEAMS . . . DRIES . . . CUTS OFF AUTOMATICALLY!

FINISHES ANY SIZE GARMENT

—silk or wool—from size 1 to the largest!

Elevated steam valve, at top of extra large steam chamber, eliminates water . . . provides moist steam for fast finishing

- Adjustable waist, hip, lower controls.
- Adjustable shoulders (10½" to 19" expansion).
- Front clamp raises or lowers 5" for short or long garments.
- Rear clamp for holding vent of long coats.
- Cast aluminum shoulder form.
- Stainless steel frame.
- Cissell-built steam valve.

Built for years of dependable service

Damper between fan and heating coil directs uniform flow of hot air into nylon bag. Even when machine IS IDLE, gravity flow of air into bag keeps metal parts warm – ready for operation. Fully guaranteed for one year against manufacturer's defects.

CISSELL FORM FINISHER with 1 set of #24 Sleevers and 1 set of #11 Sleevers: **$500** F. O. B., Louisville, Ky.

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Consult Your Jobber

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PRE-ASSIGNED locater number is key that makes dialing self-service operation for all ages. One teenager said it was more fun than driving a car. Call-office business more than doubled from $500 weekly

Continued from page 76

"And if an arrangement could be made whereby the customer himself could operate the conveyor, without aid from anyone, then it would truly be self-service. That is why we started the dial-operated conveyor."

The number that is assigned to the customer is selected from a control box containing tabs corresponding to the vacancies on the conveyor.

When an order is received, the office girl reaches for a numbered tab. This number is written on the claim check in the designated "dial number" box and then the tab is stapled onto the bagger-sorter's and office copies. In this way everyone knows exactly where that particular order will be placed by the bagger-sorter and found by the customer or by the office girl should her services be requested. (The bagger-sorter loads in the same manner as the customers unload—automatically.)

The cardboard tabs measure slightly more than one square inch, and each costs one-third of a cent. The original ones are still in use. Woodmoor uses a white tab for an average-size order, a green one for the large, bulky orders. The eighth slot on each section of the conveyor is reserved for the large orders that require additional space.

"With this arrangement, the customers have a choice of serving themselves or being waited on," Mr. Mirin said. "Most of them prefer self-service because it's fast, efficient and fun. Yet when they are in need of assistance, they appreciate the full, uninterrupted attention of the clerk.

"In the past they would be left alone while the girl hunted for their order among the pile on the slickrails behind the counter. The girls were often out of sight for long periods, and no customer likes that.

"With self-service, all this has been changed. The personal touch has been restored; we have more time to help them and talk to them.

"I find this the nicest feature of self-service. Especially since I was warned that the reverse would happen. We give them more service now than ever before, with less effort, in less time."

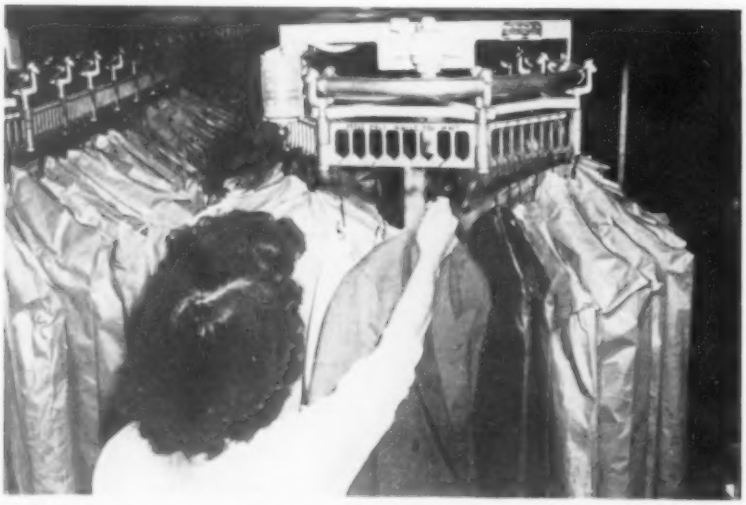
The success of this venture at Woodmoor since December 1 is borne out by public acceptance and private records.

The volume after 30 days totaled $8,202.84, as compared to $6,931.43 in December 1954. The second month of self-service realized $8,069.03 as against the $6,071.30 of the previous January; February's volume was $8,419.36 compared to $5,901.14, an increase of $2,518.22, while March outdid all the previous months. The counter business, according to Mr. Mirin, has increased more than 100 percent over the $500 weekly volume before self-service was installed.

It averages some 20 percent for *each* of the first four months self-service has been offered by Woodmoor Cleaners.

Self-service has been known to bring more people into circulation, to keep them in the store until the sale is completed, and to induce them to spend more by virtue of open display.

Besides keeping accurate figures of the first 120 days, Mr. Mirin also listed other advantages of self-service in his plant and how they affect the customers, his employees and himself.



BAGGER-SORTER loads garments on conveyor, only inches from bagging device. Tab number on ticket acts as guide for placement. Above, girl removes suit from while-you-wait section. When pressed, suit is returned to customer in call office via same procedure

Advantages to Customer

"They can now dash in and out with or for their cleaning without saying a word if they so desire. However, we've found that seldom are they in such a rush that they don't say hello. Our public relations have improved.

"They remember their numbers, too. It's uncanny, but they do. And they no longer ask us if their cleaning is ready. This used to be a time-consumer. Now they check for themselves. Usually, though, they pick their orders up at the proper time.

"And their gambling instinct is satisfied by the dialing device. It

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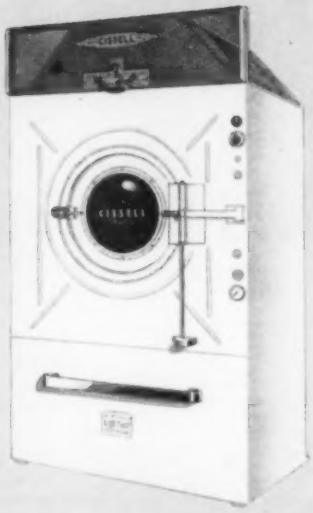
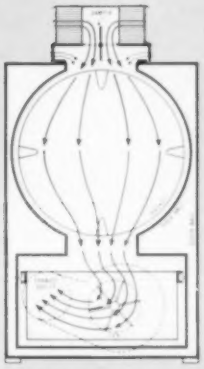
CISSELL 8-STAGE HEAT CONTROL REQUIRES BUT A SECOND TO SET OR RE-SET



SINGLE BASKET
36"x18"
36"x30"
42"x42"

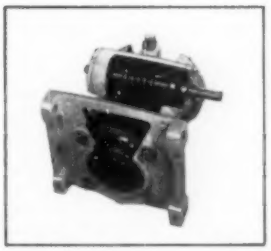


DOUBLE WALLS

DRYCLEANING TUMBLERS STEAM-HEATED

CISSELL GEAR REDUCER

Cissell-built for precision control of each part. Equipped with Timken Tapered Roller Bearings. Gears and bearings operate in a bath of oil. QUIET, LONG-LIFE OPERATION. No chains or noisy moving parts.



NO-SAG BASKET

Specially designed to withstand rough, day-after-day use. Extra large shaft. Constructed to permit quick removal of basket without disturbing drive or bearings. For access to basket, simply remove screws holding front panel . . . easy to reach even when tumblers are installed side-by-side.

FEATURES YOU WANT . . . AND NEED!

- Large volume of air for fast drying and complete deodorization
- Full-width lint drawer
- Positive heat control
- 2-way fire extinguisher
- Static steam spray from pre-heated chamber
- Separate fan and basket motors
- Simple maintenance

ALSO AVAILABLE: Cissell Laundry Tumblers: Double Basket "Twin": Single Basket 36"x18", 36"x30", 42"x42".

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Consult Your Jobber

DESIGNED ESPECIALLY for type of self-service used at Woodmoor Cleaners, this cash register records all transactions individually, totally, simultaneously

seems that everyone is thinking: 'I bet it doesn't stop at the right number.' But it does.

Advantages to Employees

"The setup saves the employees many extra steps. The farthest conveyor is less than 10 feet from the checkout girl and only inches away from the bagger-sorter in the rear of the plant. Both of them said they would leave me if we ever revert to the old system. Their appreciation, alone, has made this arrangement worth while.

Advantages to Management

"The financial savings have been tremendous," continued Mr. Mirin. "This fact, plus the added volume, has meant that all the expenses in setting up this arrangement were absorbed in the first two months. The total expenses amounted to $5,000, including the two conveyors, new flooring, removal of our fur storage vault, and new call-office decorations.

"We shortened the size of the call-office counter because all that's needed in a self-service operation is a cash register, file box and checkout clerk.

"Now one person can do the work formerly done by three. This means one paycheck.

"Our checkout girl can take care of a drycleaning customer, a laundry customer and a shoe repair customer, all practically at the same time and within a matter of seconds, even if she is asked to manipulate the conveyor herself. The office is never cluttered with people at any time.

"Self-service has simplified our filing system, which we use only when someone has left his ticket home and has forgotten his number, or if someone is checking the cleaning of some member of his family.

"Our new file box contains 500 magnetized tickets that repel each other when opened to any division. A side lock holds the cards in place for easy at-a-glance reference during telephone conversations.

"But the biggest thrill is the tailor-made cash register that has everything needed for a self-service operation such as ours. It keeps individual and total listings of what is paid in and by what type of customer (drycleaning, laundry, shoe repair, two routes); the number of items per customer so we don't duplicate or forget a charge, and the number of times it is used by any of four clerks, plus the amount of money rung up.

"As in supermarkets, the tape with the itemized amount is given to the customers. This is appreciated by them."

More Extra Services

The long-time customers of Woodmoor Cleaners have been given their own exclusive conveyor numbers. These numbers have been removed from the control box containing the tabs, to prevent any duplication.

"We issued permanent numbers to our regular customers out of appreciation for their continued patronage, but it seems they are more proud than we," explained Mr. Mirin. "It's like having your own locker at a country club, or the same automobile license plate year after year. It belongs to them and no one else. Surprisingly enough, they've become even better customers."

Since there is only one number for each available slot on the conveyor, there is no worry of two customers getting the same number.

Persons with the same last names sometimes pose a problem but the checkout girl compares the tickets on each order before accepting any money. No one leaves with the wrong order.

It is at this point that the tab is removed and put back into the control box.

The speedy dial system is also used extensively for press-while-you-wait requests. One section of one conveyor is reserved for such orders. In filling them, the counter girl dials that section, hangs the garment to be pressed on the racks, and whisks it back to the presser via the bagger-sorter. In no time it is returned the same way.

Modern Plant, Modern Customers

Woodmoor Cleaners was established in 1948 by Si and William Mirin, two returning veterans. The plant is located in a shopping center-styled section of Silver Spring. In preparing for active participation in the cleaning field and while waiting to move into this sector, the brothers bobtailed for customers. This involved door-to-door solicitations. When their building was ready for occupancy, the boys moved in with their own customers as a nucleus. About a year ago William left Woodmoor to enter business for himself.

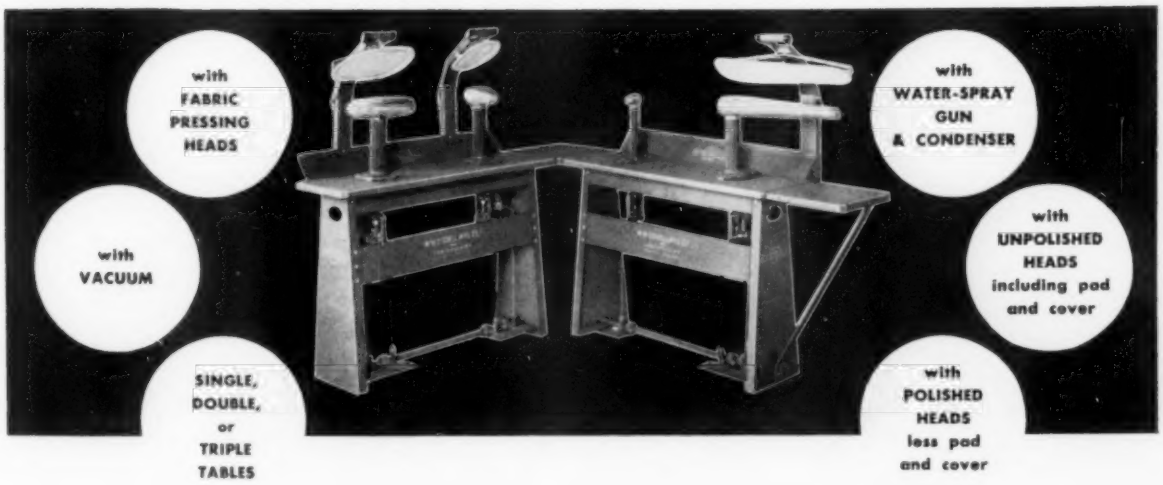
Today's annual volume reaches $80,000, of which $12,000 is derived from the shoe repair department, which "pays the rent"; $38,000 from two truck routes, and the remainder from over-the-counter drycleaning and laundry sales. Woodmoor contracts its laundry.

The call office is the width of the plant, 18 feet, and it tapers from a depth of 10 feet to 6 feet. The full store is 80 feet in depth, with a 12-foot ceiling. The drycleaning is done in the 18-by-30-foot basement. Machinery includes a 100-pound wheel, a 40-inch extractor and two tumblers. Woodmoor uses a two-bath charged system.

The main level houses the two automatic conveyors, laundry racks, three presses, the seamstress department, the shoe repair department and assembly.

The call-office business has shown a huge increase since the automatic conveyors and self-service were installed in December.

It may be that Mr. Mirin has come upon an entirely new type of customer, the modern type born or converted into self-service habits who was waiting for self-service techniques to invade the drycleaning field. # #



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Cissell Puff Irons with Fabric Pressing Heads and vacuum is the modern equipment for finishing many new fabrics . . . faster, easier. Large volume of up-steam, strong vacuum, and the Fabric Pressing Head remove difficult wrinkles, reduce hand ironing, give materials a brighter look. For conventional hand-pad finishing, the fabric head may be moved out of working range. (See illustration at right.) Fabric Pressing Head Puff Irons available in Double Table Units, (either two-way or four-way) Triple Table Units and Single Table Units . . . on any Puff Iron except No. 3 Egg. Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT — TWO 45" DOUBLE TABLES . . . standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 4X Sleever, Corner Plate and Extension Plate with bracket for 4X Sleever.

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GENERAL VIEW of plant within plant. Space is provided for future expansion. Good lighting, air conditioning make it pleasant place to work

Continued from page 57

are recessed into the walls. All work is processed by female employees in fresh white uniforms.

Regular finished work and all dry-cleaning are done at the main plant, handled by a shuttle truck. This eliminates multiple supervision. To process this work required careful planning. It is all fast-service work, as is the bulk of the volume at the main-plant drive-in. To throw this in with regular schedules of delivered work could cause endless confusion.

Therefore, Acme built an addition adjacent to its regular cleaning plant. It connects to the main plant by means of a large firedoor. It houses a complete plant by itself, including its own marking department, synthetic cleaning equipment, spotting, finishing and assembly sections.

A crew of five people handles all the specials and branch orders, and is kept busy practically all the time. During the occasional slack periods, these employees assist the regular cleaning plant crew, which always has all it can handle.

This is an extra benefit to Acme. Were these people working in far-flung plants, their slow periods would be a considerable drain on the payroll. No increase in supervision has resulted. This is ably handled by Joe Neligan, a long-time employee.

The main advantage of this setup is that the expanded market hasn't affected the main plant's service or quality. The regular operation utilizes high-production Stoddard equipment. Occasionally a rerun requires fast service. It is merely passed over to the package plant for quick processing in the synthetic unit.

A simple slickrail arrangement moves the work through this department. The marking department is a few feet from the cleaning unit. The work is hung from the deodorizer adjacent to the spotting board. From here it passes on a single rail to the finishers.

As the volume expanded, there is plenty of room to install additional equipment and to develop through-the-unit production. Meanwhile, Acme has neatly solved the branch office problem with a minimum of cost and effort. # #

MAIN PLANT EMPLOYS dozens of people. Extra work of branches, plus fast-service orders, would seriously hinder normal production. Acme overcame this by addition of new building housing complete plant for this special work. Doorway at right of photo leads to package operation

Drycleanable Suede

means new business for you!

WHAT'S DRYCLEANABLE SUEDE? It's suede tanned with Du Pont "Quilon"® chrome complex. "Quilon" anchors itself permanently in the leather, doesn't leach out or spread out in drycleaning.

SUEDE PROCESSED WITH "QUILON" resists spots and stains, stays in good condition longer. And when it gets soiled, it can be drycleaned time after time and will keep its natural softness and color. This means new business for many drycleaners.

A substantial number of drycleaners have already proved for themselves that they can easily clean suede processed with "Quilon." The only precaution is that it *must be rinsed in new or distilled solvent*; otherwise it will not keep its hand and color and lose resistance to water, spotting and stains.

To find out how you can handle these new suede garments processed with "Quilon," fill in and send the coupon.

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BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

E. I. du Pont de Nemours & Co. (Inc.)
Grasselli Chemicals Department, 2539 Nemours Building, Wilmington, Delaware

☐ Please send me your "Kit on Drycleanable Suede" — a kit of instructions on how to process it, plus suggestions on how to start the garments coming my way.

☐ I am equipped to rinse the garments in clear or distilled solvent to remove all the soap.

☐ You may list me as a drycleaner who is equipped to process drycleanable suede and wants that business.

Name of Cleaner _____

Street _____

City _____

State _____

By _____

Top: AUDIENCE was held spellbound for an hour by Byron Lopp of Central Bank and Trust Company, Denver. Mr. Lopp has national reputation as top speaker, lived up to advance rave notices. Above: LATEST FINISHING METHODS are passed on by Laura and Larry Porterfield to crowds at Little National convention. Nearly 400 registrants attended to hear the Porterfields and other nationally known speakers

Little National Features Workflow

IN KEEPING with its high standards, the annual Nebraska-Iowa convention gave attendants a real bargain package. Workflow was covered from A to Izzard, including plant visitations for actual demonstrations. Top speakers and entertainment attracted more than 380 drycleaners for the three-day convention beginning February 17 held at the Fontenelle Hotel, Omaha, Nebraska.

The bulk of registrants came from Iowa and Nebraska, but some came from Colorado, Utah and Minnesota, to name just a few states. Alternating their shows each year between Iowa and Nebraska, the independent associations vie with each other for superlative meetings. As a result, the cleaners really get their money's worth.

The parade of top speakers began Saturday morning with Bill White of the National Institute of Drycleaning. He covered all phases of balanced workflow, citing that production depends upon equipment, how it is arranged, what methods are used and what quality standards are required. He noted new trends in marking. There is an increasing tendency to minimize writing in the marking department. Many plants have slickrails on which incoming work is hung, a departure from hopper bins, according to Mr. White.

The speaker also discussed check-out procedures. The split-ring assembly has been modified. Only one half of the ring is utilized. On the inside of this curve a straight-line slickrail is positioned, ending in a "U" hook. Mr. White also stressed the importance of quality control, recommended that accurate complaint records be kept on a continuing basis. Figures indicate that about .7 percent is average for complaints on pieces produced in good quality plants, according to Mr. White.

Following Mr. White's presentation, the sessions broke into two groups. Latest finishing techniques were demonstrated and explained by Laura and Larry Porterfield, nationally known authorities. Complete silk and wool units were set up, with steam, so that actual working conditions could be shown. Larry represented Bill Glover, Inc.

At the same time three other speakers held forth in another room. L. G. Lenkoff, president of Stry-Lenkoff

ANNUAL ELECTIONS were held by both Iowa and Nebraska at the convention. Pictured above from the host state, Nebraska, are, left to right: Oscar F. Nielsen, secretary-treasurer; Russ Smith, past president and now chairman of board of directors, and the newly elected president, W. K. Downing

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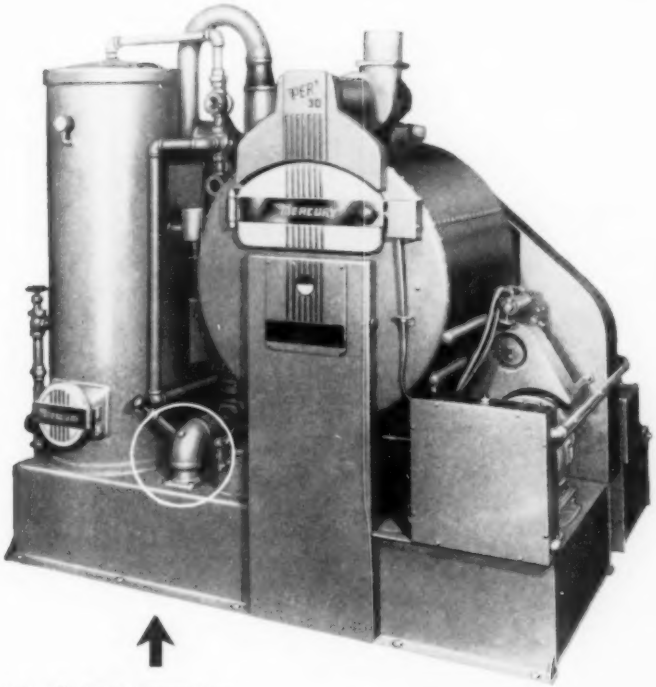
DRYCLEANING UNITS

*FULLY AUTOMATIC . . . AIR OPERATED VALVES

PERCHLOR AND PETROLEUM



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WOULD YOU PREFER TO LEASE?
Mercury units are now available on a Lease basis. Nominal monthly rental.

- 4 sizes: 30-lb. and 40-lb. Perchlor, fully automatic. 36-lb. and 48-lb. Petroleum, fully automatic and manual.
- Completely automatic: for single or two-bath cleaning.
- 1500 or 2000 GPH monel tubular filter.
- Separate motor driven self-priming centrifugal pump.
- Easy to install . . . comes completely piped, wired and assembled.
- Independent Monel tubular filters, 1500 or 2000 GPH for Perchlor or Petroleum solvents. Piped and equipped for sludge drying, and single 4-way valve for backwashing. May be used with any unit.
- Petroleum vacuum stills and Perchlor stills available for independent sale. May be used with any unit.
- Priced from $2995.00

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One way to tell how activated carbon works is

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This is the Freundlich Formula which explains the phenomenon of adsorption in activated carbon. It's the method that **proves** that NORIT is best to
remove impurities from solvent
fugitive color
excess fatty acid

or, you can try it in your own system!

BUT, try them all!

...then you'll use the

new and improved

NORIT

NORIT does not remove soap and there is no build-up of filter pressure. The best proof is to **try it yourself!**

L. A. SALOMON & BRO. 216 Pearl Street, New York 38, N. Y.

Company, discussed production marking.

His talk was followed by one given by Mark Boyer, vice-president of Packard Water Conditioner Div., Inc.

Just before luncheon, Len Jurgensen of the National Cash Register Company explained "Speed Accounting for Drycleaners." His talk included actual demonstrations on several business machines.

The ladies were treated to a special luncheon and style show at the Omaha Athletic Club. The men's luncheon was followed by an outstanding talk by Byron Lopp, representing the Central Bank and Trust Company of Denver, Colorado. His inspiring, lively comments were concerned with human relations, without which "workflow" wouldn't matter.

On Sunday another outstanding group of speakers was presented. A fabric clinic was conducted by Bethel Fox, drycleaning specialist from the Industrial Trades Division, University of Texas, and Dr. W. E. Coughlin, director of research for the Celanese Corporation of America. They penetrated the problems of troublesome fabrics, wash-and-wear, and better relations between yarn manufacturers and drycleaners.

The final speaker was Victor D. Oakley, management engineer of the Sta-Nu Corporation. He discussed "Pay Dirt," giving the cleaners tips on good selling methods. He stressed the importance of route selling in the drycleaning industry.

Tours and Entertainment

Included in the bargain package were several entertainment diversions. The opening-day plant tours were followed by a visit to the Falstaff Brewery. The Hospitality Center there was well patronized. That evening a cabaret-style dance was held at the hotel. Two luncheons and an elaborate banquet with floor show provided ample change of pace from the business sessions.

Nebraska, the host state this year, elected W. K. Downing of Kearney to be president. Frank Dresher of Omaha is the new vice-president, while Oscar F. Nielsen of Aurora continues as secretary-treasurer. Former President Russ Smith of York is the new chairman of the board of directors.

Iowa elected H. A. "Hub" Schimberg of Cedar Rapids to the presidency. Norman Lindquist of Ames became vice-president, while Clarke Wilson of Des Moines continues as treasurer. Robert Corwin of Des Moines also retained his position as secretary.—*Art Schuelke*

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keeps customers and fattens profits

To keep your customers coming back, to get the "good word" passed around, to make every job a profit-job . . . *this low-cost Ross Solvent Cooler can work wonders for you!*

Small, compact and easy-to-hook up, it is one of the *simplest* ways to assure top cleaning quality . . . one of the *surest* ways to keep present customers sold and encourage new business. Solvent temperatures won't get out of hand to cause color bleeding, discoloration, difficult spot removal, shrinkage, relaxation, "felting", stubborn wrinkles, breaks, ruined sizing and dressings . . . wasteful evaporation, plugged filters, pressure troubles.

Protecting your time, your money and your reputation, this rugged, all copper-alloy unit is an insurance investment that can't be beat, for it *eliminates the risk.* You never need to worry about overheated solvents wiping out your profits with damaged garments, lost working hours . . . sickening fumes that sap the strength of your workers . . . disastrous fire and explosion. Ross Coolers keep solvents at the safest and best cleaning temperatures.

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Rush literature and prices on your solvent cooler at no obligation to me.

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CANADIAN MEETING FEATURES fabrics forum, sales building, work simplification and the driver-customer

Canadian Annual Lures 300

AN OUTSTANDING SUCCESS. This, in short, describes the twenty-third annual convention of the Canadian Research Institute of Launderers and Cleaners which took place at the Royal York Hotel, Toronto, Canada, January 12 through 14.

The three-day program attracted more than 300 delegates from all parts of the Dominion and many visitors from the United States.

Institute President W. S. Richardson called the convention to order and the group got right down to business after His Worship Mayor Nathan Phillips, Q. C., extended his official welcome to Toronto.

Charles B. Truxal, executive secretary of the Ohio State Association of Cleaners and Dyers, followed the mayor with his "Fabrics Forum." He traced the history of problem fabrics and told the merchaniser's delegation in the audience what the drycleaners were doing to give their customers good service. He defined the term "serviceability of fabrics" and showed garments that were ruined because of the use of faulty dye stuff, flock and pigment printing, embossing, etc. His reference to "Orlon-Dynel" pile coats drew the greatest interest during the question-and-answer period that followed.

The next day Bill Boyd, sales manager, Sanitone Division, Emery Industries, Inc., got things rolling with his speech entitled "Prelude to a Sale." In it he outlined a nine-point program telling what management could do to increase sales. He urged management to avoid a negative attitude, to conduct market research, to maintain quality, to establish a good reputation based on goodwill, to support trade associations, to advertise, to give direction to sales effort and to promote sales training.

Bill McBrien, production manager of Holland Laundry Inc., Philadelphia, Pa., then took over and told how the improvement of plant methods could create greater productivity.

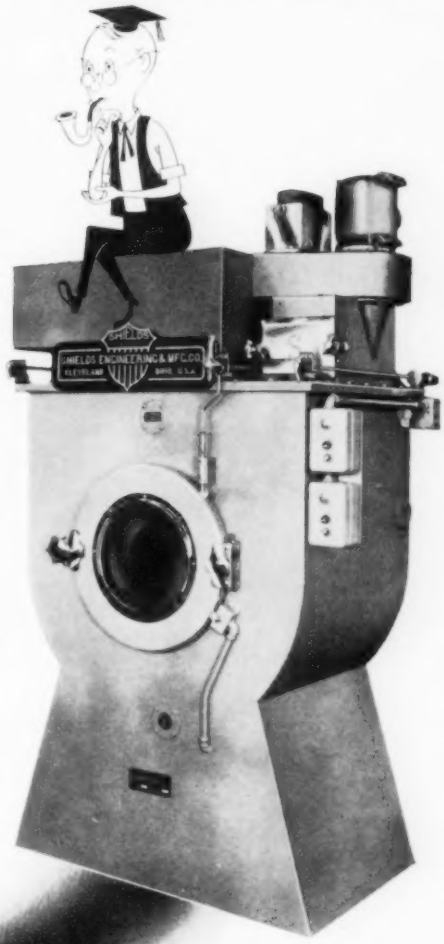
The final day's program saw Willis A. Pellerin, chairman of the board, Pellerin Milnor Corp., at the speaker's rostrum giving his thought-provoking ideas on how best to service "Your New Customer on Wheels." Among other things he saw "activation" as the means of establishing a "no cost" branch operation; the one-stop service as a means of attracting more revenue; the standardization and clarification of vague terms (such as "¾ finish," "rough dry") as a means of avoiding customer confusion, etc.

At the business session during the final day of the convention elections were held with the following results: W. S. "Bill" Richardson, Crown Laundry, Sherbrooke, was reelected president; W. J. Henning Jr., Toronto Launderers & Dry Cleaners Ltd., Toronto, first vice-president; G. K. Gage, Peerless Laundry Ltd., Winnipeg, second vice-president; and Miss M. D. Daechsel, Canadian Research Institute, Ottawa, secretary-treasurer.

—Henry Mozdzer

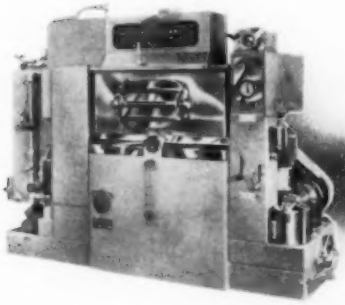
BETTER INVESTIGATE, MISTER

YOU CAN'T BEAT *Shields* FOR SYNTHETIC DRY CLEANING EQUIPMENT



The new SHIELDS Sludge Receiver and Reclaimer, an integral part of the SHIELDS Synthetic Dry Cleaning Unit, reclaims solvent that ordinarily would be discarded. After backwash, sludge is automatically pumped to the sludge reclaimer without messy, manual handling. When sludge reaches sufficient level the reclaimer goes to work, reclaiming practically all solvent used. Residue powder is removed dry.

Without interfering with regular cleaning operations of the SHIELDS Synthetic Dry Cleaning Unit, this compact reclaiming unit provides a quick (1½ hours) clean, safe and efficient means of obtaining "more mileage" per drum. SHIELDS Synthetic Dry Cleaning Units (including the Reclaimer) require only 22 square feet of floor space and can be taken through 35" door opening . . . a king-sized unit in a compact package—single or two bath system.



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SHIELDS Solvatrol with 50 pounds capacity, constructed of high-test metals throughout, including a completely monel cylinder. The Solvatrol produces greater load volume (3 loads per hour), at greater savings and profits for you.

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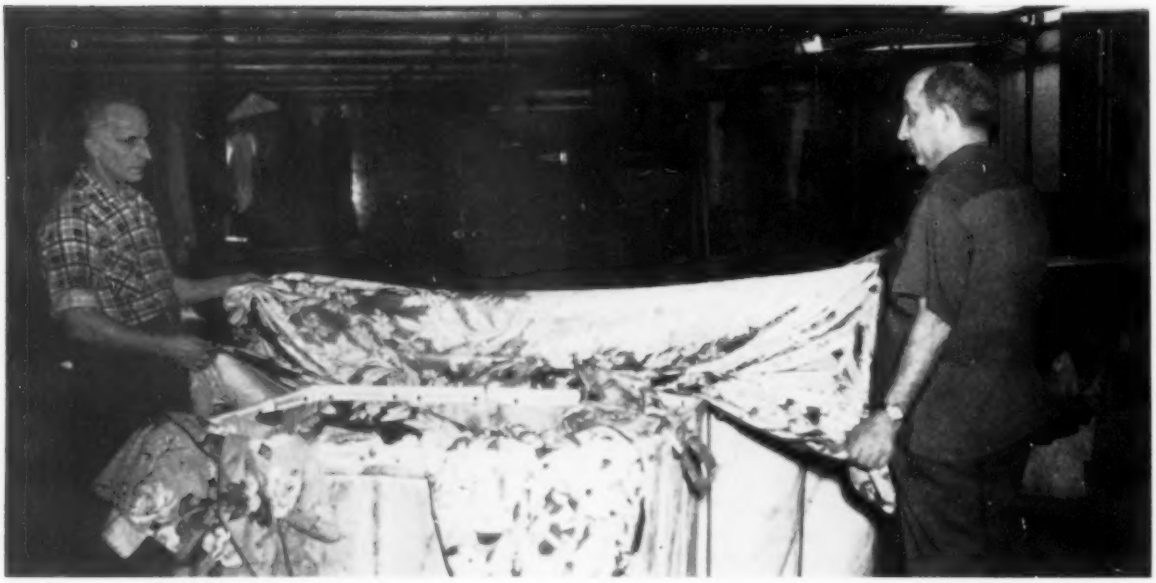

TWO-MAN SPOTTING TEAM inspects each item and makes sure that any reruns are separated from the load

Double Finishing Boosts Household Volume

Extra attention in the finishing department sells more repeat business

By HARRY YEATES

CLEANING OF HOUSEHOLD furnishings such as draperies and slipcovers accounts for 20 percent of the annual plant volume of from $7,000 to $10,000 per week at N. Preib & Co., Chicago, Illinois. The quality of the finished draperies and slipcovers cleaned in the plant has resulted in a 50 percent repeat business season after season, according to the plant manager, Harold E. Keefe, Jr.

Each drape or slipcover cleaned in the plant undergoes a double finishing process. Each item is put through the machine press and placed on the table near the unit. It is then placed on the finishing table and is pressed by hand as a final touch-up for pleats or ruffles. This key point is the basic reason why volume is maintained in this sideline.

Top volume months are March, April, May, November and December. The influx of cleaning at this time can be attributed to the following five-point plan which has helped maintain Preib's reputation for quality cleaning and finishing of household furnishings:

1. Classifying and weighing
2. Cleaning
3. Extraction and tumbling
4. Spotting
5. Finishing

1. Classifying and Weighing

Each item is identified with a pre-marked tag which is pinned on with a safety pin. The loads of drapes or slipcovers coming from the five call offices are separated into three groups: light fabrics, dark fabrics and synthetics. Each drape is checked and if it is found impossible to remove the hooks the cleaner folds and pins the top of the drapes so that the hooks won't snag other fabrics during the washing or tumbling cycle. Zippers on slipcovers are closed to avoid any possible tearing.

No measuring is done on draperies unless requested by the customer. If they do desire this to be included the supervisor of the finishing department makes a record of the size, brings the drapes to the cleaning room and they

are rechecked in the finishing department after cleaning.

After classification each load is weighed. This is a very important point in the over-all plan. Keeping the washer load lower than the 200-pound capacity affords more mechanical action in the wheel on the heavy fabrics used in most slipcovers and draperies coming into the plant. When drapes or slipcovers are cleaned no moisture is used. Removal of all moisture has cut down on shrinkage claims until now less than ½ of 1 percent of the claims are caused by shrinkage in the washer. Minimum washer loads are 85 pounds and maximum loads never exceed 150 pounds.

2. Cleaning

Drapes and slipcovers are cleaned together in the same load in a charged system. The entire cycle takes approximately half an hour for a complete washer load. Average loads during peak season run around 135 pounds. After the washing cycle is complete contents of the washer are allowed to remain in the wheel about 5 minutes for draining.

3. Extraction and Tumbling

Each load is placed in the extractor which is run for 4 minutes. The drapes or slipcovers are first tumbled without heat for 5 minutes. This helps reduce the possibility of shrinkage. The load is then run at 150 degrees for about 20 minutes. The load is then sent to the spotting room. Drying cabinets are not used for household furnishings in the plant with the exception of the very sheer fabrics.

4. Spotting

A two-man spotting team checks each load for any article that might need recleaning. Those that need rerunning are held out and the remainder of the load goes to the finishing department.

5. Finishing

The finishing department is located at the front of the building and can easily be seen by passersby on the street. As a result this department attracts the attention and interest of pedestrian traffic creating customer interest in the sideline.

Each load is divided into the type of finishing necessary to the particular fabric of the draperies or slipcovers. Under the direction of the department supervisor each article is checked for fabric that will or will not take complete machine pressing. The finishing supervisor has been with the plant-owners for 18 years and thoroughly understands fabrics and the problems of finishing drapes and slipcovers.

All machine pressing is done on a drapery press, 60 by 20 inches. The operator takes one piece at a time from the pile which has been classified by the supervisor and presses the drapes on the machine. Each piece then goes to the hand-finishing department located behind her. Here it is touched up by the hand finisher. If the article has ruffles of any kind a puff iron is used.

Every finished piece is folded by hand by the supervisor and one of the hand pressers. Chair and davenport covers are prepared for delivery in a special manner. They are folded seam to seam, top and back. The zippers are closed and the identification ticket is taken off momentarily while all the pleats are straightened. The finished unit is rolled in the manner of a sleeping bag. It is then pinned top and bottom and the identification tag is pinned back on the bottom of the roll.

The top pins are pinned to a hanger. Hangers are bent down in a V shape so that the finished slipcover won't slide. Drapes are folded and placed on a hanger that has a paper guard. They are then put on a slick-rail and moved to the bagging section.

The supervisor bags each set of drapes or slipcovers and distributes them to the racks for pickup by the driver of each route.

Drapes are pleated only when the customer requests it. Otherwise they are folded. Three-quarters of the work is folded and the remaining quarter is pleated. The plant charges an extra $1.25 for pleating a lined panel and an extra $1 for an unlined panel. Average cleaning price in the plant is $2.50 for a 42-inch-width unlined drape and $3.50 if they are lined. Draw draperies are priced according to width and amount of extra time the finisher spends on each one.

Normal cleaning time on all household furnishings is one week. And during the slack season six of the girls in this department do finishing of regular garments in the plant. # #

FINISHING BEGINS with separation of fabrics placed on rod at left of photo. Each article is run through machine press, placed on table at rear and finished by hand on table at right

ELIMINATE touch-ups with a Sta-Vent®

HOLDS COAT VENTS SECURELY Without MARKING

Sta-Vent holds the vents of a man's coat or jacket securely together while the garment is being processed on the Adjusta-Form — and positively will not mark even the most sensitive of fabrics. Sta-Vent eliminates still another touch-up operation and reduces finishing costs — makes finishing faster and easier.

Stainless Steel and Foam Rubber Clamps
—another FIRST from the home of the

Adjusta-Form

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Wichita, Kansas

ASSOCIATION NOTES

Local Meetings: Several division meetings of the Dry Cleaners Institute (Ontario) Limited have been held recently. Some 28 people were in attendance at the meeting in **North Bay** in late January. The organization of a division in **Sudbury** has been proposed and the **Northern Ontario** Conference, which includes all centers in Northern Ontario, has already been organized. Bert Owens of North Bay is chairman and executive committee members are Roy Howe of Sudbury, Lawrence Callin of Kirkland Lake and John Jedora of Timmins. At the February 8 meeting of the **Bay of Quinte** Division, Jean Byers, manager of the Seal of Approval for *Chatelaine* Magazine and Convenor of the Shrinkage Committee of the Canadian Association of Consumers, addressed some 40 people including about 30 buyers from women's wear stores in the area. Don Clarke of Leonard Arthur Wheeler and Associates spoke on "Packaging" to more than 40 members of the **Toronto** Division at its February 16 meeting. At the February 20 meeting of the **Kawartha** Division, members decided on several cooperative advertising ideas which include a half-page ad in a special issue of the Oshawa Daily Times Gazette. The **Simcoe** Division met February 23, with John Dillon and D. H. Currie representing the parent group.

At the February 13 meeting of the **St. Louis** Dry Cleaners Exchange, members paid tribute to retiring president Jack Diener and witnessed the installation of new officers. Albert E. Nagel, vice-president of Flori-Ambassador Cleaners, is the new president of the organization. Other officers are Harry Fisher, vice-president; Emma Grom, secretary-treasurer, and Dorothy Warwick, recording secretary.

At the January 19 meeting of the **Cleveland** Cleaners Institute, Robert Silverman, president of Silverman Direct Advertising, told the more than 35 members and guests that "direct advertising takes the place of a salesman." He suggested that simplicity, direct approach and the use of small words were most effective in obtaining customers.

# #

Jacksonville Honors Tillman: Some 50 members and guests attended the Jacksonville (Fla.) Laundry & Cleaners Association, Inc., annual meeting, held in the form of a dinner honoring E. M. Tillman, Tillman Laundry & Cleaners, president of the group for the last four years.

Principal speaker W. E. Crowson, president of the Florida State Institute of Laundering and Cleaning, discussed "The Value of the Local Association."

Officers elected for the coming year are M. J. Bono, Bono Cleaners & Dyers, president; P. M. Burroughs, Duval Laundry & Cleaners, vice-president; T. C. Allin, New York Laundry, secretary, and R. H. Gilliland, Flagler Laundry, treasurer.

During Mr. Tillman's four years of presidency, the Association has continued its member employment service, established a mediation board in connection with the Better Business Bureau, sent "Fabric Facts" to its leading stores on a regular basis, set up a complete file of members' laundry and drycleaning marks and placed it at the disposal of law enforcement

AT ANNUAL MEETING of the Jacksonville Laundry & Cleaners Association are, left to right: Secretary T. C. Allin, Past President E. M. Tillman, President M. J. Bono and guest speaker W. E. Crowson

officers. The Association also has helped to set up an on-the-job training program for deaf and dumb people and has started work on a vocational school in Jacksonville.

The Association is said to be the first in the area to be granted use of a seal showing cooperation with the Chamber of Commerce.

* *

Local Elections: Melvin Schulman, Ruxton Cleaners, was unanimously elected president of the **Maryland** Drycleaners Guild, succeeding Jack Matisoff. Al Stein, Al Stein Cleaners, and Al Paul, Paul Brothers Cleaners, were elected as first and second vice-presidents respectively. Robert Lippen, Lippen's Cleaners, was elected secretary and Nick Capobianco, Cappy Cleaners, was named treasurer.

The Retail Dry Cleaners Association of **Haverhill, Mass.**, recently reelected Francis W. Cleary president. Others reelected were Edward Zelig, treasurer, and Paul E. MacAvoy, secretary.

Bob Talsky was recently elected president of the **Westchester** Chapter of the Neighborhood Cleaners Associations (New York). Other officers elected were George Berman, vice-president; Harold Frey, secretary, and Martin Harris, treasurer. Outgoing officers are Otto Frey, president; Bob Talsky, vice-president; George Berman, secretary, and Marty Harris, treasurer.

The Dry Cleaners Guild of **University City, Mo.**, recently elected Adolph Reinhardt president; Martin Bunge, Morris Kneznekoff, Konrad Schueler, Paul Browne vice-presidents; Bill Bradley treasurer, and Loretta Reinhardt secretary.

Officers of the Cleaners Institute of Greater **Little Rock** (Ark.) were installed recently. They are W. H. Donham, president; Frank Warren, first vice-president; Jim Satterfield, second vice-president, and Jean Toombs, secretary.

Jack Keppler has been elected president of the Association of Independent Dry Cleaners in **Seattle, Wash.** Other new officers include Harold Price, vice-president; Tony Riseland, treasurer; Jim Walsh, secretary, and Al Richardson, Ernie Endress and Jay Williamson, board members.

Ben Pulizzi was elected president of the Central Association of Cleaners and Dyers at the organization's annual meeting at **Williamsport, Pa.** He succeeds Rolland Avery, who was voted to a seat on the board of directors. Other officers are Richard J. Vanderlin, vice-president; Dominick W.

"Oh-h! How beautiful!"

Of course . . . it's dyed by

Tru Color

Quality-Controlled Dyeing of Garments, Rugs, Household Fabrics

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Quick — Dependable — Convenient service by mail

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Choice of E-Z-PRESS Semi-Finished or Finished-to-Fit Services

Also: Vat Dyeing of Commercial Linens, Suede and Leather Cleaning, Glove Cleaning, Reweaving, Flameproofing, Showerproofing (send it all in same bundle with dyework).

Free Color Cards, Window Posters, Marking and Mailing Supplies. • Write for trade price list or send a trial bundle.

TRU COLOR DYE WORKS, INC.
24-47 44th St., Long Island City 3, N. Y.

Mail-Order "Supermarket" of Sideline Services

Finalborgo, secretary-treasurer, and Harold R. Eck, Howard Beck, Louis A. Felix, Nelson R. Gummo, Jack A. Hill, Charles McCloskey and Richard Malleneaux, directors.

Newly elected officers of the **Cheyenne** (Wyo.) Dry Cleaners and Laundry Guild are Ed Smith, president; Steve Larchick, vice-president, and Dave Larchick, secretary-treasurer.

K. G. Gimbel of Artway Cleaners was recently elected president of the **Jackson** (Mich.) Dry Cleaners Association. He succeeds Keith Schafer. R. L. Donahue was reelected vice-president and Ray Belford was named secretary-treasurer.

Ira Brown has been elected president of the **Fort Wayne** (Ind.) Dry Cleaners Association. Other officers elected at a recent meeting were Robert Morken, vice-president; Ervin Geller, secretary-treasurer, and William Leggett, Warren Denig and Elmer Hovel, trustees.

The **Southeastern Indiana** Dry Cleaners Association recently elected Tom Warner of Columbus as president to succeed Jim Sandefur of Shelbyville. Maurice Haper, outgoing secretary, was named vice-president and Don Steinberger is secretary-treasurer.

Gerald L. Schwartz was elected president of the **Plainfield** (N. J.) Area Cleaners, Launderers and Tailors Association at a recent organizational meeting. Other officers are Alex LoGuidice, first vice-president; Stanley Blick, second vice-president; Florence Sessoms, corresponding secretary; Stephen Urban, recording secretary, and Ward J. Taylor, treasurer. Legal advisor is Martin E. Kestenbaum, local attorney. At a later meeting, the group adopted its official seal and membership chairman William George reported that there were now 49 member firms.

# #

Cleveland News: The highlight of the semiannual dinner dance of the Cleveland Cleaners Institute was the presentation of the "Man of the Year" award to Vice-President Morrie Nagel. Before more than 100 members and guests, President Hy Brown made the presentation of a hand-written scroll and bronze plaque inscribed with the recipient's name.

The Institute is now offering the services of a Speakers' Bureau to further educate the public with regard to the industry. A set of slides and a script were secured from the National Institute of Drycleaning and, through the cooperation of the Education Department of the Cleveland Chamber of Commerce, letters were sent to each of the home economics teachers in the area. The talk is entitled, "This Is The Way We Clean Your Clothes," and the 43 slides illustrate the steps involved in drycleaning a garment.

# #

Correction: In this section of the February issue of NATIONAL CLEANER & DYER, mention was made of the November joint meeting of the Laundry and Dry Cleaning Plant Owners Associations in Springfield, Mass. Irving R. Miller who addressed the group on the subject of flood insurance was erroneously identified as a real estate broker; he is, actually, an insurance broker specializing in the problems of the drycleaning and laundry industries.

# #

Groups Reorganize: About 25 drycleaning and laundry plants have revived the **Kanawha** (W. Va.) Valley Dry Cleaners Association, first organized in 1945 but inactive since 1953. Officers elected at the group's recent meeting are E. A. McKnight, president; John Schmidt, vice-president; James Harless, treasurer, and Bert Payne, secretary.

The Progressive Dry Cleaners Association, **Norwalk,** Conn., formed in 1951 but dissolved in 1952, is being reorganized under the leadership of John Shianna of Van Buren Cleaners. The association now has 35 members representing cleaners in Norwalk, Westport, Wilton and Darien.

# #

Alumni Meeting: "Shirts" and their relation to the cleaner comprised the theme of the January 27 open meeting of Beta Chapter, NID Alumni Society, held at Adelphi Hall, New York City. Sid E. Brosse, fieldman with H. Kohnstamm & Co., Inc., spoke on chemicals; Bill Fry, representative, American Laundry Machinery Co., and Bud Rapport, field engineer, Forse Equipment Corp., spoke on equipment. Eli Singer, formerly owner of Terminal Shirt Laundry, now with Vic Machinery Co., and William Rutberg, formerly manager of Jess White Drive-Ins, now with Gold Seal Corp., machinery distributors, spoke from the viewpoint of the practical operator.

Samuel A. Kaufman is president and Mort Lesser secretary-treasurer of the chapter.

Trouble-free replacement with this EASY SNAP-OUT Liner

Insist on the New "Viking Re-Nu-It" Dry Cleaners Pump

Install the "Viking Re-Nu-It" pump with easy snap-out steel liner, carbon graphite bearings and extra long stuffing box. You'll have a pump built to give you extra long service.

You then have the big plus factor of the "Viking Re-Nu-It" Kit. If your pump becomes worn from long or hard usage, there is no need to remove the pump from its mountings or disturb permanent piping attached. Merely pull out the old parts, snap out the split liner with a screw driver and insert the "Viking Re-Nu-It" Kit in a fraction of the time it would take to install an older type pump. *Write today for bulletin A200Q on this money-saving, time-saving "Viking Re-Nu-It" pump and kit.*

VIKING Pump Company

Cedar Falls, Iowa, U.S.A. • In Canada, its "**ROTO-KING**" Pumps

N.I.D. NEWS

Management Course Graduation: Twenty-three students from 14 states and four foreign countries were graduated on January 27 from NID's thirty-fifth management course. Graduates who completed the four-week session are shown above. Left to right, first row: Mathew and Walter Rarus, Rarus Cleaners, Pawtucket, R. I.; Duane Crozer, Davenport, Iowa; Ronald E. Weinfield, Newton, Mass.; Frikky Van Kraayenburg, Speedy Dry Cleaners, Bloemfontein, South Africa; Robert Ruffell, Brens par Gaillac, Tarn, France; G. Allen Clark, Hamburg, N. Y.; Barney B. Ratliff, Snow's Laundry & Dry Cleaning Co., Macon, Ga.

Second row: William A. Snow, Jr., Snow's Laundry, Macon, Ga.; LeRoy E. Harris, Vogue Cleaning, Salt Lake City, Utah; Buford Nelson, Concordia, Kans.; Harry R. Nash, Elmwood Cleaners, Roanoke, Va.; S. J. Pagano, Avon Cleaners, Schenectady, N. Y.; Dale Dawson, White Cross Cleaners, Aberdeen, S. D.; Frank S. Gonzalez, Schait & Son, Inc., Upper Montclair, N. J.; and Ott H. Davis, Pennington, N. J.

Third row: Stuart Kramm, Imco, Ltd., Dublin, Ireland; George G. Boosalis, Liberty Cleaners, Kearney, Neb.; C. Baird Lentz, Allentown, Pa.; R. John Goree, Zeller's Cleaners, Santa Rosa, Calif.; Samuel Adelman, West End Cleaners, Montreal, P. Q., Can.; Louis S. Eisen, Heights French Cleaners, New York, N. Y., and Paul E. Graham, Graham Cleaners, Springfield, Ohio.

# #

New Literature: Among bulletins issued recently by the NID are Fabric Fashions Bulletin FF-16, discussing "Handling Sweaters Made of Acrilan," and FF-17, dealing with the problem of "Built-In Linings." Technical Bulletin T-347 comments on the "Effects of Drycleaning on Durable Water Repellent Finishes," and T-348 gives the results of "Tests on Mothproofing Products." What a good supervisor should know is the subject of Supervisory Techniques Bulletin S-36. Bulletin P-17 in the series of Practical Operating Tips deals with the subject of "Double Duty for Puff Irons."

# #

Spring Courses: For the first time in several years NID is offering its general course in drycleaning plant practices in the spring. According to William B. White, NID director of education, the ninety-fourth general course begins April 2 and ends June 22.

Also being offered this spring is the four-week plant management course, which began March 26. Information, catalogs and application blanks are available from The Registrar, National Institute of Drycleaning, Silver Spring, Md.

# #

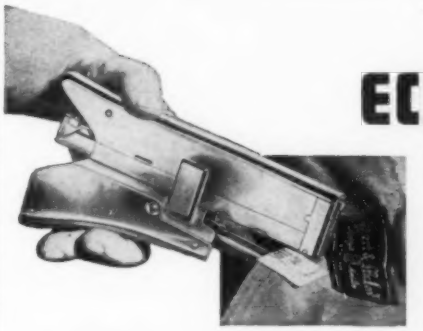
Visitors From Virginia: Fifty-seven Virginia drycleaners braved a snowstorm January 19 to tour the two-million-dollar headquarters of the NID at Silver Spring, Md. The tour was made through the cooperation of the NID and the Virginia Association of Launderers and Cleaners.

The 57 saw the research and testing facilities the Institute maintains for its 8,500 members to study current drycleaning methods and develop still better ones. They talked with staff

TAG GARMENTS THE MODERN WAY...

STAPLE-TAG 'EM

with the ARROW P-22 Hand Stapler



ECONOMICAL!

Staples cost only a fraction of the price of clamp or prong-type tags.

QUICK!

Staples can be applied in a fraction of the time it takes to apply clamp or prong-type tags by hand.

SAFE!

Staple holds tag secure under the most rigorous cleaning process!

Arrow specially tempered steel wire staples come out easily with a lift of tag. Never a danger of damaging or tearing garment!

Write for catalog.

ARROW FASTENER CO., INC. ONE JUNIUS STREET, BROOKLYN 12, N. Y.

THE CASE OF THE

Critical Cleaner

Skellysolve-T (140 flash Naphtha)

General Specifications

Color—Water Clear

Acidity—Neutral

Sulphur (Doctor) Test—Sweet

Flash (Tag Closed Tester)—140°F.

Distillation—363° to 408°F.

☆ ☆ ☆ ☆ ☆

Perchloroethylene and fast-drying Stoddard Solvent also available.

"You could have fooled me," said the boss. "I didn't realize that our poor daily output was the fault of inferior solvent. I thought all solvents were alike.

"But this chart proves me wrong. Since we switched to Skellysolve, we've had uniform high quality, and it sure has boosted our daily output!"

In addition, Skellysolve, delivery is dependable. And, should you have an operational problem, a Skellysolve Technical Field Man may be able to help you.

Why not learn what Skellysolve quality and service can mean to your business? Whether you use Stoddard Solvent or 140 flash Naphtha, contact your Skellysolve supplier today.

SKELLY Skellysolve

DRY CLEANING SOLVENTS

INDUSTRIAL DIVISION, SKELLY OIL CO., KANSAS CITY, MO

men about plant procedures and studied the practical operations of the Institute's commercial drycleaning plant, a model of its kind. Four NID staff members gave formal talks to the group.

# #

Class Officers: Winners of the election for officers of NID's ninety-third general course, which was graduated March 23, are shown above. They are, left to right: Charlie Walker, Jr., Walker's Cleaners, Indianapolis, Ind., secretary-treasurer; John G. Morrison, Morrison's Exclusive Cleaners, New Orleans, La., vice-president; George E. Heizman, Jr., research engineer with the Butler Manufacturing Company, Kansas City, Mo., president, and Lionel Courtemanche, Star Place Laundry and Drycleaning, Rochester, N. Y., vice-president.

Associates Educational Conference: Eight representatives of varied firms serving the drycleaning industry completed the intensive Educational Conference for NID Associate Members February 3. The course was the sixth of its kind given by the Institute.

The eight students were divided into two groups for personalized instruction and actual participation in the practical aspects of drycleaning, wetcleaning, spotting and finishing. In addition there were lectures on plant layout, production management, fibers and fabrics, business administration and current industry problems. A description of NID's research projects and its varied member services rounded out the program.

Below, NID instructor William J. Nicklaw talks about a sample fabric swatch to students. They are left to right, front row: Lee M. Adcock, F. H. Ross & Co. in Savannah, Ga.; Leonard I. Fiddle, editor of *Cleaning Laundry World;* Jack R. Barton, with Ross & Co. in Atlanta, Ga., and Lee King with Ross & Co. in Jackson, Miss. Back row: George D. Brandt with Ross & Co. in Charlotte, N. C.; Edward W. Roos, Columbia-Southern Chemical Corporation, New York, N. Y.; Daniel L. Worth, Chemstrand Corporation, Decatur, Ala., and Karl T. Kraner, Atlas Powder Co., Wilmington, Del.

# #

Management Conference: The National Institute of Drycleaning has announced a two-day management conference to be held in Albany, N. Y., April 21-22, following the convention of the New York State Launderers and Cleaners Association, Inc., but open to all operators in the Northeastern section of the country.

In capsule form, the speakers will give the highlights of the four-week management course given at the national headquarters in Silver Spring, Md.

Conducting this conference will be James B. Dagliesh, supervisor of the NID management course and staff industrial psychologist, who will discuss techniques for selecting drycleaning personnel, developing training programs and maintaining good employee relations; Charles Riggott, industrial engineer on the staff of NID, who will give new ideas on how to increase production, improve operating efficiency and streamline methods in his talk on production management; and William J. Nicklaw, NID staff member and accountant at NID's annual convention, will cover the subjects of accounting, budgets, profits and loss.

R. V. Whalen, executive secretary of the New York State group, is in charge of arrangements in Albany.

LEGAL DECISIONS

By A. L. H. STREET

Employer Restrains Employee Competition

Can an employer contractually bind an employee not to solicit or serve customers of the company for a given period after the termination of his employment?

A decision on this question was rendered by the New York Supreme Court, New York County, in the case of Halpern v. Bernstein, 138 N. Y. Supp. 2d 433. The law laid down by the court would apply just as much to a cleaner's contract with a routeman as it applied in that case to a towel supply routeman's contract, which included clauses that read as follows:

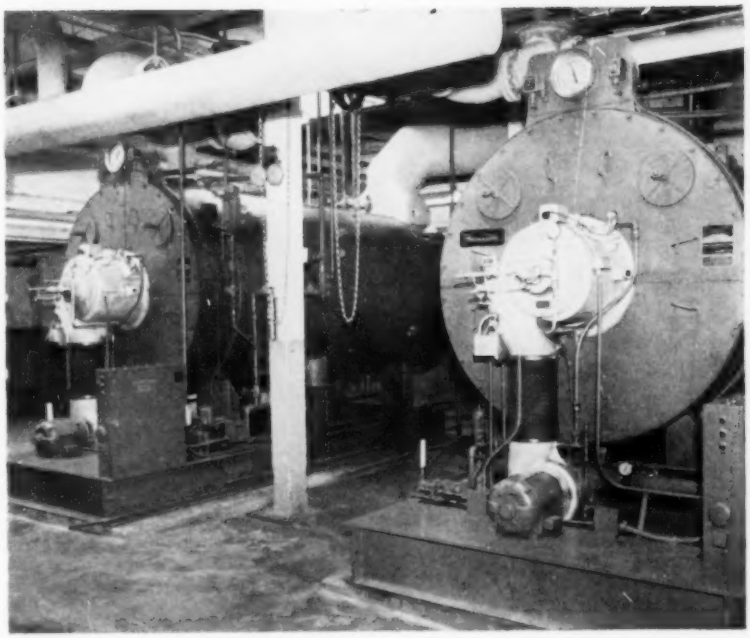
"1. The parties hereto acknowledge that the goodwill, continued patronage, and the list of names and addresses of its customers constitute the principal asset of the company—the same having been acquired through the outlay of considerable time and money.

"2. (c) That he [the routeman] will not for a period of 5 years after the end or termination of his employment, *irrespective of the time, manner or cause of said termination* . . . solicit or serve any customers served by him or by any other employee of the company."

The contract had been in force six years when the employee quit, set up a rival business and began to solicit patrons of his former employer with the aid of a customer list he had been given when first employed and later lists which were accessible to him.

In granting an injunction against further competition and ordering the former employee to pay over to the employer profits reaped during the competition, the court said:

"The covenant in this case [the agreement above quoted] is limited only to plaintiff's customers and those served by the defendant while in plaintiff's employ, and I find that such a covenant is not unreasonable or against public policy. The names and addresses of customers or business concerns such as are involved herein, where they constitute the principal asset of plaintiff, and where such trade and patronage has been developed by years of business efforts, service and money, and which constitute part of the goodwill of the business, would be deemed just as sacred and entitled to the same protection as a secret formula, special product, or trademark."



Powermasters Save $9,040 A Year By Cutting Steam Cost In Half

● These two 200 HP *Powermaster* Packaged Automatic Boilers are saving 50% of steam costs annually for a large clothing manufacturer, while providing hotter, drier steam for processing and heating.

Completely factory-assembled and fire-tested *Powermasters* have world-wide acceptance as dependable producers of low-cost steam or hot water. Now, you can get the cost-saving advantages of *Powermasters* in your plant or building on the O&S Pay-as-You-SAVE Purchase Plan that lets you pay for your new boiler out of its own savings. Here is why steam costs go down when *Powermasters* go in:

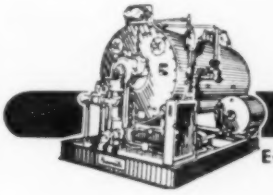
- ★ **Low-cost, space-saving installation**
- ★ **Instant response to load changes**
- ★ **Quick fuel change-overs**
- ★ **Clean, dry steam**
- ★ **Fully automatic operating and safety controls**
- ★ **High fuel economy at all loads**
- ★ **Clean, quiet operation**
- ★ **Smokeless combustion**
- ★ **One source responsibility for complete unit**
- ★ **Nation-wide factory-trained representatives**
- ★ **Pay-as-You-SAVE Purchase Plan**

Write for Bulletin 1220 and have a representative explain why it pays to modernize with *Powermaster*.

Powermaster®

PACKAGED AUTOMATIC BOILERS

In sizes to 500 HP; pressures to 250 psi.



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NEWS

FROM THE ALLIED TRADES

Dow Announces New Sales Appointments

PRESTON C. McCUTCHEON

CARL C. CASTLE

Preston C. McCutcheon, sales supervisor of drycleaning solvents for The Dow Chemical Company since 1943, has been appointed to a new position in the company's sales training program, according to an announcement by Donald Williams, vice-president and director of sales. Succeeding Mr. McCutcheon is Carl C. Castle, who has been on the Dow Organic Chemicals Sales staff for the past three years as product manager handling the sale of benzene derivatives and Methocel.

Mr. McCutcheon has been with Dow since 1937. His new responsibilities will include the selection and training of men for field sales work, also the development of a continuing program to provide on-the-job training and field assistance in sales and sales promotion for the company.

Mr. Castle joined the Seattle office staff in 1946 to specialize in the applications of phenol in the manufacture of plywood and hardwood. In 1953 he was assigned to Organic Chemicals Sales in Midland, Mich., and assumed duties of broader scope for the development and extension of markets for benzene derivatives.

Street's Observes 80 Years of Achievement

R. R. Street & Co. Inc., is this year celebrating its eightieth year of technological advances in the drycleaning industry. Milestones as reported by the company include the following:

In 1927, Street's installed one of the first pressure filters to be used in a commercial drycleaning plant at Unique Cleaners of Kenosha, Wis.

The importance of electrical conductivity in a drycleaning formula was first recognized in 1946 when the company introduced Staticol. The experience gained in this project was later invaluable in Street's development of the two-bath method.

Following the perfection of Formula 886 in 1951, Street's announced the perfection of the first practical field test kit for titrating active ingredient in strong soap.

In 1952 the company introduced a practical method for using a 4 percent concentration of Formula 886 followed with a separate volatile solvent rinse. This development, coupled with Street's perfection of the extractor-rinse process for owners of conventional petroleum equipment, made this modern two-bath method practical for every drycleaning plant.

"The missing link" in the two-bath Super Soap process was supplied to the industry in 1953 when Street's introduced a new control for electrical conductivity in strong soap solution. In two and one half years, more than 4,000 plants are now operating on this method of drycleaning, according to the company.

Services of the 45 skilled Street's field technicians may be obtained by writing on company letterhead to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Concord Chemical Buys Standard Soap Assets

The Concord Chemical Company, Moorestown, N. J., has announced the acquisition of the plant and major assets of the Standard Soap Company of Camden, N. J., and will move its plant and offices to the new location at 205 S. Second St. in that city. Concord will operate at the Camden address with plant and office personnel unchanged.

Standard Soap Company, operating as a division of Concord, will offer a complete line of laundry soaps and will continue to manufacture and supply its Drummond Laundry Soaps and Yorkshire Textile Soaps. Standard presently packs its laundry soaps under various private-brand names for many customers.

In addition to its soap products, Standard Soap Company Division of Concord Chemical Company manufactures and markets numerous textile specialties, cleaning compounds and disinfectants. These lines will be continued and extended. Management and personnel at Standard will remain unchanged, according to the announcement by the company.

Eaton Elects Oster

HOWARD G. OSTER

The directors of Eaton Chemical and Dyestuff Company of Detroit, Toronto and Windsor have announced the election of Howard G. Oster as a vice-president of the company in charge of Canadian operations. He is Eaton's first Canadian employee to be elected an officer of the company.

Mr. Oster joined the Eaton sales staff in 1939 and was appointed manager of the company's plant in Windsor in 1948.

Mr. Oster is well known in chemical and drycleaning industries of Eastern Canada and is a director of the Dry Cleaners and Laundry Allied Trades Association of Canada.

Davies-Young Appoints Friedlander and Dyer

J. M. FRIEDLANDER

GEORGE W. DYER

J. M. Friedlander, a leading authority on drycleaning promotion, has been appointed sales promotion manager of the Buckeye Drycleaning Division, The Davies-Young Soap Co.,

WHY BUCK CITY HALL?

You Make More Sales By Giving The Public What It Wants!

There are scads of water repellents on the market—you can buy some of them pretty cheap, too. But profits come not from what a man can buy but from what he can sell—and the big selling water repellent garments are those with the "*Cravenette*" label. When you say to a person who wants a garment processed, "our service is '*Cravenette*' service", the customer knows exactly what you mean and has confidence; you don't have to explain—or as they say in politics you don't have to buck City Hall.

Processing of garments for water repellency is one of the most rapidly expanding of all services today among progressive drycleaners, and it can be a highly profitable service if it is a highly salable service—if it is "*Cravenette*" service—the pioneer of all water repellents and famous for almost 70 years.

What with today's heavy costs, it is imperative to have services that are profitable and salable. We will be glad to give you full information—together with good ideas for making the most of your water repellent service. Write, or just use the coupon.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

Since 1887 the world's leading producer of water repelling preparations for garment fabrics

THE CRAVENETTE COMPANY, U. S. A.
8th and Madison Streets, Hoboken, N. J.

Please send me full information concerning the "Cravenette" water repellent service for drycleaners.

Name _____

Position _____

Company _____

City _____ State _____

Dayton, Ohio, according to J. R. Young, sales manager.

Mr. Friedlander is well known for his promotions as owner and operator of the Paramount Dry Cleaning Co., Hamilton, Ohio. During the past year he addressed the forty-sixth annual convention of the National Institute of Drycleaning and also alumni of the NID at the annual "Back Home" Day in August 1955.

Mr. Young also announced the appointment of George W. Dyer of Methuen, Mass., as New England technical representative for the Division. Mr. Dyer is a graduate of the National Institute of Drycleaning and was an NID instructor. He formerly managed a laundry and drycleaning plant.

Dongieux's Name Manitowoc Distributor

Don Fuller, manager, Manufacturing Division, Manitowoc Engineering Corp., has announced the appointment of Dongieux's, 145 Lorenz Blvd., Jackson, Miss., as the company's authorized distributor in several Southern states. These include western Alabama, northern Florida, Louisiana, Mississippi, Tennessee and most of Arkansas.

Service and sales representatives from the Dongieux company, headed by Paul and Marion Dongieux, are currently attending orientation sessions at the Manitowoc factory, Manitowoc, Wis., to prepare themselves for service to Manitowoc users in their area.

Butler Appoints Four Representatives

BOYD H. LEWIS

HERBERT J. ROBBINS

GEORGE R. MOSIER

JACK E. COLLINS

Several sales appointments were announced recently by the Butler Manufacturing Company, Kansas City, Mo.

Boyd H. Lewis has been named representative in Louisiana and Mississippi, it was announced by Howard J. Martin, Cleaners Equipment Division Sales Manager. Prior to joining the company, Mr. Lewis had been sales manager for the New Orleans Laundries and General Electric Company.

Herbert J. Robbins has been named to represent the company in central and northeastern New Jersey, northeastern Pennsylvania, and Staten Island, N. Y. Mr. Robbins has most recently been representing Butler in upstate New York, New Hampshire and Vermont.

In the East-Central District, George R. Mosier has been assigned to the Indiana and Michigan territory and Jack E. Collins to the central Ohio and West Virginia area.

Mr. Mosier was Dry Cleaners Division office manager prior to his new assignment. Associated with Butler since 1953, he formerly represented the company in Louisiana and central Mississippi.

Before joining Butler, Mr. Collins spent three years with the Dictaphone Corporation. He was previously associated with Abbott Laboratories as a sales representative.

Mercury Lease Plan

Mercury Cleaning Systems has announced that its automatic Perchlor and petroleum drycleaning units are now available on a lease basis. The monthly rental (with option to apply toward purchase) offers cleaners the opportunity to modernize their plants for efficient production and lower labor costs, according to the company.

Detailed information may be secured from Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill.

Lynch Sales Dinner

The John P. Lynch Company of Los Angeles recently held a dinner for its sales staff and announced the company's 1955 sales contest winners.

All company salesmen were over their quota for the year and were awarded lapel pins. C. J. "Nick" Nicholas won the trophy given for first place and Joe Van Dusen the one for second place.

The trophies were presented by Los Angeles manager Ed Russ. Wayne Hanson, company vice-president, was also present.

Cravenette Names Agents

The Cravenette Company, U. S. A., Hoboken, N. J., has announced the appointment of Stanley H. Goldsmith, Inc., 22nd and Lehigh, Philadelphia, Pa., as an authorized sponger agent.

In this capacity the Goldsmith company will be authorized to apply "Cravenette" super-silicone finishes to a wide range of woolen and blended fabrics, according to Cravenette.

The Clarence Worsted Company, Passaic, N. J., has also been appointed as an authorized agent. It may also apply Antara Chemical's Eulan NKU moth repellent.

Sales Shifts at Westvaco

Donald C. Oskin, sales manager, Westvaco Mineral Products Division, Food Machinery and Chemical Corporation, has announced the following changes in the sales organization:

Raymond C. Tower, formerly New York district manager, is now product manager of phosphates sales and is located at divisional headquarters in New York; Anthony G. Tappin, formerly Cincinnati district manager, is New York district manager; Justin A. Lewis, formerly sales representative in the New Jersey territory, takes over as Cincinnati district manager.

Robert E. Cochran is assigned to the New Jersey area as sales representative; Gil W. Lewis, formerly a sales representative in the Philadelphia area, is district manager for a newly created district based on that area; John M. Richard, formerly product manager of phosphates sales, is now product manager of chlorine and alkali sales for the Westvaco Chlor-Alkali Division of the firm.

Washex Adds Plant Space

The Washex Machinery Corporation recently enlarged its plant capacity by 45 percent to meet the demand for its 65-pound Syntomat and other packaged-type Washex drycleaning machines, according to Steven Landon, vice-president.

Information on deliveries is available from Washex Machinery Corporation, Dept. M, 192 Banker St., Brooklyn 22, N. Y.

Prosperity Personnel Head

SALVATOR J. CICIARELLI

Salvator J. Ciciarelli, industrial relations director of the

NOW! 8 to 10 Second Customer Service!

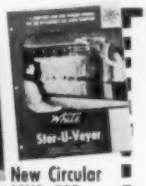
and UP TO 40% MORE HANGING SPACE

with the White Stor-U-Veyor

U.S. Patent Pending

FOR YOUR CALL OFFICE

It's a Storage Rack! It's an Automatic Conveyor!



New Circular SEND FOR YOURS TODAY

WHITE MACHINE CO. INC. Bulletin N46
14th St. & Lafayette Ave., Kenilworth, N.J.
Gentlemen: Without obligation, please rush a copy of your new STOR-U-VEYOR circular.
Firm
Address
City Zone State
Your Jobber

Manufacturers' Association of Syracuse for 10 years, was recently appointed personnel director of The Prosperity Company, Inc., Syracuse, N. Y. His responsibilities include the integration and direction of all personnel activities at Prosperity under a newly organized personnel department. Mr. Ciciarelli will report directly to the president.

In 1943 Mr. Ciciarelli became training program director at a well-known Syracuse firm, later heading its manpower division. He is active in many civic affairs and is secretary of the Industrial Training Council of New York State.

Diamond Alkali Sales Appointments

L. J. POLITE

L. J. Polite, Jr., for the past two years agricultural chemicals sales manager in the Chlorinated Products Division of Diamond Alkali Company, Cleveland, Ohio, has become product sales manager for a diversified group of organic chemicals, according to Loren P. Scoville, general manager of the division. Mr. Polite succeeds W. B. Beeson, Jr., recently named manager of Diamond's New York-New England branch sales office in New York City.

John W. Kennady, general manager of Diamond Black Leaf Company, an affiliate of Diamond Alkali, succeeds Mr. Polite as sales manager of Diamond agricultural chemicals.

A veteran of 14 years service with Diamond, Mr. Polite joined the company as a sales representative in 1942, became assistant sales manager of agricultural chemicals in 1952 and sales manager in 1954.

Mr. Kennady has been associated with the United States Department of Agriculture and other Government services. He was later attached to the agricultural division of a well-known salt manufacturing firm. In 1950 he joined the former Kolker Chemical Works, Inc., becoming manager of its plant at Houston, Tex., now Diamond Alkali's Greens Bayou Plant. He was later named manager of the company's Southwest district sales office and in 1955 was appointed general manager of Diamond Black Leaf Company.

Both Mr. Polite and Mr. Kennady will continue to be located at Diamond's national headquarters in Cleveland, Ohio.

Davies-Young Awards One-Year Service Pins

BOB SMITH

CHARLES COOPER

Bob Smith of Birmingham, Ala., and Charles Cooper of Memphis, Tenn., representatives of the Buckeye Drycleaning Division, Davies-Young Soap Co., were awarded one-year service pins in February.

Covering a territory including Alabama, Mississippi, Louisiana and Florida, Mr. Smith has been in various phases of drycleaning for more than 28 years as an owner, operator and most recently a Davies-Young representative.

Mr. Cooper has been representing Buckeye in western Tennessee, Arkansas and Oklahoma. He joined the company with an extensive background as owner and operator of a drycleaning establishment.

In awarding the pins, J. R. Young, sales manager of the Buckeye Drycleaning Division, pointed out that both men had been responsible for much of the success of the trademarked Buckeye Clean-Charge in their areas.

New Home for Plas-Ties in Santa Ana

The new home of the Plas-Ties Company is at 624 Poinsettia St., Santa Ana, Calif., in a rapidly developing indus-

you'll have few worries about safety

. . . when you wet clean with ORVUS EXTRA!

With the wide variety of natural and man-made fiber blends which go into today's garments, wet cleaning agents simply *must* be both efficient—and as *safe* as possible.

You'll have few worries about safety when you wet clean with Orvus Extra Granules. This time-tested synthetic detergent contains a unique blend of builders that gives maximum detergency while offering unusual safety to fabrics and colors. Many wet cleaning jobs you've considered touchy ones are just routine for Orvus Extra.

On the scrub table or in the wheel, Orvus Extra does a cleaning job that will please both you and your customers. Your first Orvus Extra order will prove it.

ORVUS EXTRA GRANULES

Procter & Gamble

Bulk Soap Sales Dept.
P. O. Box 599
Cincinnati 1, Ohio

The safe, multi-purpose synthetic detergent.

trial area. The plant and offices occupy approximately 10,000 square feet and there is parking space for employees at the rear of the building. Jerry Bower is general manager for the company.

Caled Representative

JERRY VON FALKENSTEIN

Caled Products Company, Incorporated, Brentwood, Md., has announced the appointment of Jerry von Falkenstein as its representative in the Wisconsin territory. Mr. von Falkenstein comes to Caled with many years of experience in drycleaning plants. He will headquarter at Milton, Mass.

Davies-Young Patent

A basic patent, No. 2,729,576, covering the development and use of antistatic drycleaning materials, has been granted to The Davies-Young Soap Company, Dayton, Ohio, by the United States Government, according to R. H. Young, president of the company.

Developed by Davies-Young under its long-range research program, directed by Dr. Ralf B. Trusler, in the field of the elimination of static in the drycleaning industry, the patent was received by Dr. Trusler and assigned to the company. Additional patent applications covering products and processes are pending.

The patent discloses the elimination of static electricity from fabrics in washers, in drying tumblers and in subsequent finishing operations. Mr. Young states that this patent covers the trademarked "Lint-Free, Cling-Free" method of drycleaning promoted by the company under the trademarked name of "Buckeye Clean-Charge."

Prosperity Appoints Morgan, Cooper

WILLIAM R. MORGAN

WALTER C. COOPER

The Prosperity Company, Inc., of Syracuse, N. Y., has announced two recent appointments. William R. Morgan has been named general sales manager and Walter C. Cooper has been named district sales manager for the firm's New England territory.

Mr. Morgan joined the company in 1954 as general works manager and has been assisting Prosperity management in its reorganization and planning program for the past 10 months. He is a registered professional engineer, a member of the National Association of Cost Accountants, American Ordnance Association and the Illinois Bar Association.

Mr. Cooper has been in the drycleaning and laundry field since 1936 when he joined a Prosperity jobbing concern. He was subsequently appointed New England manager, manager of Prosperity's Supplier Division and sales manager for the West Coast offices.

Excelsior Debuts in Europe

The Excelsior one-girl finishing unit first went international when it was displayed at the trade fair in Germany this summer. It is currently making its second appearance in Europe with Excelsior field demonstrator Ruth Lesnow, who is training operators now equipped with the unit.

Miss Lesnow is covering plants in Germany, France and England. She also demonstrated by invitation at the French national drycleaning convention in Nantes, France, in February.

The enthusiasm abroad for the Excelsior unit stems from analytical surveys of methods of lowering silk finishing costs with the use of the equipment, according to the company. Copies of this study are available to plantowners on request to the Excelsior Machinery Company, 1452 Randolph St., Detroit 26, Mich.

Viking Buys 40-Acre Tract

Viking Pump Company, Cedar Falls, Iowa, has purchased a 40-acre tract of land on Chicago, Great Western Railroad trackage, two miles south of Cedar Falls city limits, as a future plant site.

Currently Viking operates from three locations. Lack of space prevents efficient grouping of the three divisions at any of these locations. On the new 40 acres, Viking plans to erect new buildings, placing all operations at one site.

The board of directors approving the action includes R. C. Wyth, president; Stanley A. Petersen, vice-president; Wayne C. Martin, secretary; George F. Newman, treasurer; John S. Clark, Durwood W. Moss, Charles W. Dennis, Elvin P. Horslund and Richard E. Lynch.

Wallace Seiler Heads Dow Solvent Field Service

WALLACE U. SEILER

In a move to keep pace with increasing markets for chlorinated solvents, The Dow Chemical Company, Midland, Mich., has announced the expansion of its customer service program and the appointment of Wallace U. Seiler as supervisor of solvent field service.

Mr. Seiler will coordinate the activities of service men with the various Dow sales offices who assist customers in the proper use of chlorinated solvents in both the drycleaning and industrial cleaning fields. He joined Dow in 1937 and most recently served on the company's technical service and development staff.

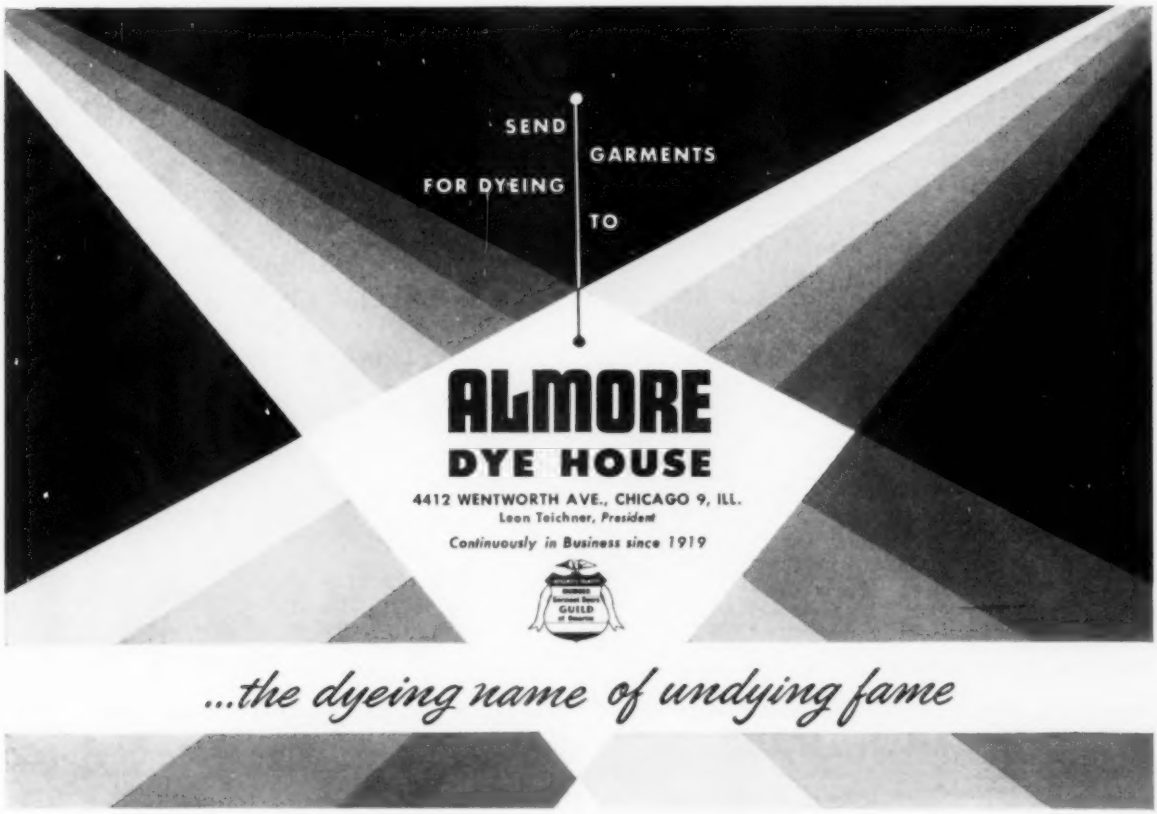
New Stauffer Warehouse

Construction is under way on a new 15,000-square-foot warehouse for the Molded Products Division of Stauffer Chemical Company in Vernon (Los Angeles), Calif. Increase in volume and a growing diversity of products manufactured necessitated the additional space, according to C. A. Lindsay, division general manager. Completion is scheduled for late this summer.

International Names Colacuori

The appointment of Sal Colacuori to the newly created position of sales supervisor, motor truck product development, has been announced by R. M. Buzard, manager of sales, motor truck division, International Harvester Company, Chicago 1, Ill.

"This new position was created in order to facilitate the constant study and evaluation of engineering designs and features required to meet custom-



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SOLVINK

REMOVES STAINS SAFELY IN SECONDS— NO RUBBING, NO POUNDING

Rubbing and pounding stubborn stains is harmful to even the most sturdy fabric. Now Solvink eliminates forever this harsh method of spot removal.

Solvink's penetrating action soaks out stains of ink, blood, rust, paint in a few seconds . . .makes spotting quick and easy.

And Solvink is guaranteed safe for all fine fabrics when used according to directions . . . saves time, cuts spotting costs.

Order from your jobber or write us for free sample.

One ½ pint set (2 solutions) . . . $2.25.

Also economical pint, quart and gallon sizes.

And you can use these companion products profitably, too . . .

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.

•SOLVINK • SOLVINK • SOLVINK • SOLVINK•

er's immediate, as well as future, truck requirements," Mr. Buzard said.

Mr. Colacuori will visit International truck customers, dealers, branches and districts in connection with his new assignments.

N. L. Ginder, sales engineering consultant, has succeeded Mr. Colacuori as general supervisor of motor truck sales engineering. Mr. Ginder has served since 1946 with the motor truck division in various service and sales engineering capacities.

Ajax Awards 1955 Oscar to Hammond

In recognition of its performance in the sale and service of Ajax drycleaning, laundry and linen supply presses, Hammond Laundry - Cleaning Machinery Company, of Waco, Tex., was awarded the annual Ajax Oscar for 1955.

The photograph above shows Louis N. Strike, founder of Western Laundry Press Company in 1929, awarding the Oscar to William Hammond, founder and chairman of the board of Hammond Laundry-Cleaning Machinery Company, and Roger Conger, president of that company. Nicholas Strike, general manager of Ajax, watches at right.

Marlow Names Bolling

RICHARD G. BOLLING

The Marlow Pumps Division of the Bell & Gossett Company, Midland Park, N. J., has announced that Richard G. Bolling will act as its new district engineer in the Virginia-North Carolina area. He will headquarter at 2814 Dellwood Dr., Greensboro, N. C.

During the last seven years Mr. Bolling has been connected with Sears, Roebuck and Company and was manager of its territory engineering office covering North and South Carolina and parts of West Virginia and Tennessee.

Aqua-Jet Distributors

Aqua-Jet Machines Corporation, New York, has announced the appointments of two new distributors. Joseph Guss & Sons, Inc., 623 H Street, N. W., Washington, D. C., will be distributor for Virginia, the District of Columbia, Maryland, Delaware and parts of Pennsylvania and West Virginia. Lewis National Corporation, 1 Mount Vernon St., Dorchester 25, Mass., will be a distributor for the six New England states of Connecticut, Rhode Island, Massachusetts, New Hampshire, Vermont and Maine.

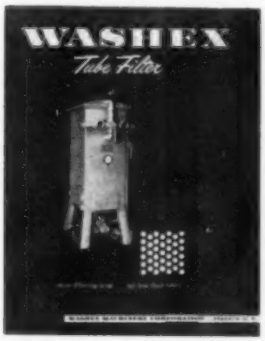
Superior Products Moves

Located at 148 Pearl St., Somerville, Mass., since its inception, Superior Products Company, Inc., has moved to a newly constructed building at 50 Tufts St., Somerville 45, Mass. Up-to-date methods for handling merchandise include side track facilities.

Continued from page 10

apparel and flatwork requires a minimum of floor space. It consists of two sections, the packer and the materials holder. Tests conducted with an average operator reveal that the unit produces better than 150 packages per hour in a properly placed workflow, according to the manufacturer.

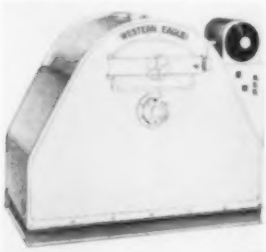
Literature From Washex



Washex Machinery Corporation has announced the publication of a detailed and graphically illustrated bulletin on dry-cleaning filtration. Among the subjects discussed are the advantages of the tube filter, the added filtering area, the space-saving square filter design, the automatic sludge actuator, and two simple methods for removal of the filter cake from the tubes.

Copies of the bulletin are available on request to Dept. (L), Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

Western Eagle Units



The Western Eagle combination washer-extractor is now offered in three models and two sizes: fully automatic, semi-automatic and manual (70 pounds and 120 pounds). The fully automatic unit is shown above.

Additional information is available from Western Laundry Machinery Company, North Kansas City, Mo.

Wichita Sta-Vent Clamps

The Sta-Vent, a stainless-steel and foam-rubber clamp designed to hold the vents of a man's jacket or coat together while the garment is being processed on the Adjusta-Form steam-air finisher, has been announced by the Wichita Precision Tool Company, 450 N. Seneca, Wichita, Kans.

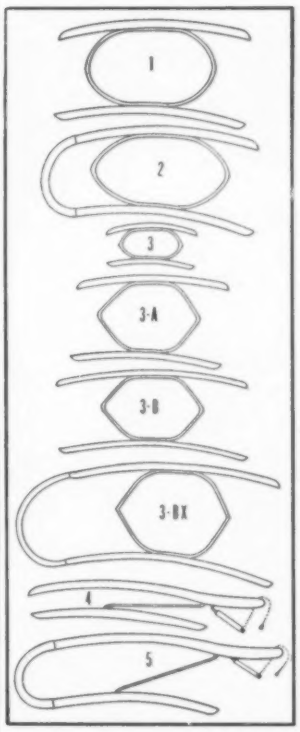
Sta-Vent's foam rubber cushion is especially designed to hold the vents securely together, without marking the fabric, according to the company.

Haertel Synthetic-Fur Cleaner

Fur-Sheen, a premixed cleaner especially designed for cleaning synthetic pile furs, has been introduced by the Walter Haertel Company. It has been tested on all synthetic furs, including

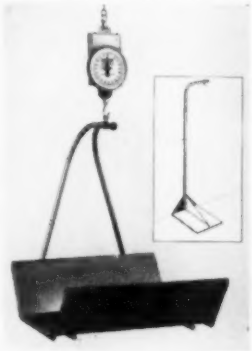
YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



A Sleever for Every Purpose

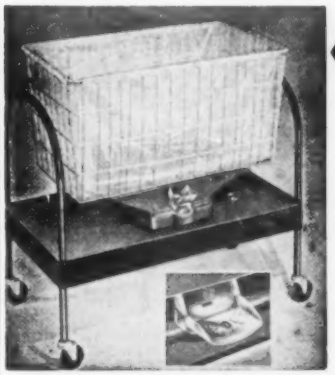
1 Heavy & Med. $3.50
2 Heavy & Med. 4.50
Sleeve & Shoulder
3 Blowers-Windwhips .. Pr. 4.50
Adjusta-Forms
3-A Lg. 17½" Exp'n 11" Pr. 5.25
3-B Lg. 23" Exp'n 11" .. Pr. 5.50
Coat Machines
3-B X ..... Pr. 7.50
Sleeve & Shoulder. Ideal for Adjusta-Forms and Coat Machines. Sleeve comes off finished — no padding out of shoulders, no touching up. Speeds work, cuts costs.
4 Pelican 4.95
4-A (not illustrated) 5.95
5 Pelican 5.75



NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of W. and M.

Capacity up to 100 lbs.
$39.75
With stand add $15.00
Scale alone 18.00
Basket alone 22.00

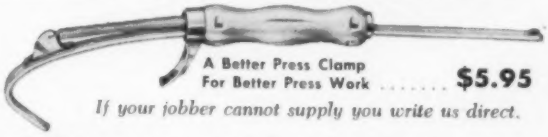


NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **$69.50**

NEW 1956 DELUXE PRESS CLAMP

Flat clamping bar of special heat-treated spring steel is flexible and conforms snugly to contour of any buck. Non-breakable handle.



A Better Press Clamp
For Better Press Work **$5.95**

If your jobber cannot supply you write us direct.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

"With DRYSET Our Pressing Buck is Cooler and Doesn't Burn Operators' Hands"

That's what one user of Lamson Billmyre Dryset told us. And this is typical of reports received from cleaners and garment manufacturers all over the country . . .

"We increased production 50% . . ."
"20% improvement in quality . . ."
"Fuel costs were reduced 30% . . ."
"Dryset does a better job, faster and cheaper . . ."
"We save 50% of all steam used to operate our garment presses . . ."

Good as these testimonials are, you'll probably never be convinced of the real job Dryset Air Vacuum System can do for you – by increasing production, and eliminating headaches until you use Dryset yourself.

This free bulletin will show you how you can make money by using Billmyre Dryset. Send for it today.

LAMSON

LAMSON CORPORATION
4444 Lamson Street, Syracuse 1, New York

Please send me your DRYSET Bulletin and Plant Survey Sheet, without cost or obligation. I have (or shall have) ..... presses.

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

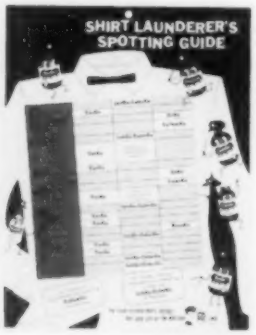
Borgana, Furlana, Orllegro, Cloud 9, Fur-Fab, according to the company.

An antistatic agent is said to improve the cleaning and leave a finish that repels dirt and dust. Because of this agent, Fur-Sheen shakes out of the coat readily.

The method used with Fur-Sheen is known as the furrier's method, but the product can be uesd by the drycleaner in his own drycleaning tumbler operated cold. It is placed in a fur cleaning bag with the coats, and the load is tumbled for about 30 minutes. Coats are removed from the bag, excess cleaner shaken out and then replaced in the drum for the caging operation. When removed, the garment needs only minor finishing, according to the company. Fur-Sheen is also well suited for genuine furs.

Additional information is available from the Walter Haertel Co., 2834 Fourth Ave. S., Minneapolis, Minn.

Wilson Wall Chart



The "Shirt Launderer's Spotting Guide" is a handy new wall chart just released by A. L. Wilson Chemical Co., maker of "Go" products for spotting and stripping.

The chart lists the 19 stains most commonly found on shirts and tells what to use for removal. For a free copy write A. L. Wilson Chemical Co., Kearny, N. J.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Warco Offers Sample

Warco Laboratories, 1636 W. Vernon Ave., Los Angeles, Calif., is offering drycleaners a two-ounce sample of its new spotting agent, Pre-Oil-Break. The sample may be obtained by writing direct to the company and enclosing 25 cents in coin for postage and handling.

According to Douglas Ramsey, president of Warco, the new chemical was originally and specifically compounded to remove oxidized oils, greases, butter fats, caramelized sugars, milk and cream. "However," Mr. Ramsey states, "subsequent tests proved it equally effective in the removal of virtually 95 percent of all other stains encountered by drycleaning spotters."

Bishop David Freeman Manual

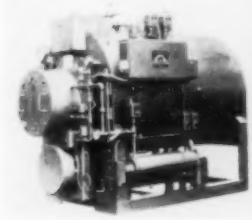
A new two-color pocket manual on how to finish sport shirts without glaze at dress-shirt speed and cost by attaching Freeman laundry sport shirt press plates to the heads of regular shirt presses is being offered to plantowners by the

Bishop David Freeman Co. The company points out that these plates attach to the heads of shirt presses quickly and easily without making any adjustments on the presses.

All sport shirts can be finished without glaze, according to the company, and no classification of fibers is deemed necessary. The plates feature special hooks fitted with knob handles, which makes it possible to change a sport shirt unit back into a dress shirt unit by simply removing the plates.

A free copy of the new pocket manual is available from Bishop David Freeman Co., 1600 Foster St., Evanston, Ill.

Continental Automatic Unit



A new packaged Continental Automatic Boiler that handles up to 50 hp. requirements, yet is small enough in size to meet conditions where space is limited, has been announced by Boiler Engineering & Supply Co., Inc., Phoenixville, Pa.

This unit, Model N50, measures 7 feet 2 inches long, 3 feet 4 inches wide and 5 feet 2 inches high. Clearance of less than 4 feet from both front and rear doors is all that is required for tube removal. A fully assembled unit, the boiler is equipped with burner, boiler trim, automatic controls, Fiberglas insulation and metal jacket. It can be furnished to burn light oil, No. 5 oil or gas. Combination units that burn either gas or No. 5 oil or lighter can also be supplied. The burner is a forced-draft type, designed to fire any of these fuels. Quick changeover can be made from one fuel to another.

Controls include pressure or temperature switch, low-water cutoff, electronic-type combustion safety control, fuel solenoid valves, and burner motor starter. The complete unit is test-fired before shipment.

Stamford Repellent Tank

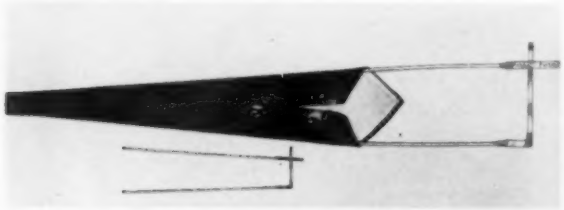
Vivitex, a dry size water repellent, is said by its manufacturer, The Stamford Chemical Company, P. O. Box 1131, Stamford, Conn., to assure complete water repellency, even with charged systems.

Company president Dr. Samuel Machlis states that Vivitex features easy handling, no need for heating, complete solvent solubility and soft, velvet-like body finish to treated fabrics.

As an aid to the effective use of the product, the manufacturer is offering a new, 30-gallon coated dip tank said to be rust-resistant. The tank is equipped with a special drain basket and a quick-lock cover designed to prevent evaporation.

Multicolor, high-gloss button tags are available to drycleaners with each Vivitex order.

Newhouse Tie Form



A new new tie form introduced by the Newhouse Specialty Company, Inc., of Glendale, Calif., consists of two spring-steel rods, connected at one end by a right-angle adjustment device.

Cloth-covered to absorb

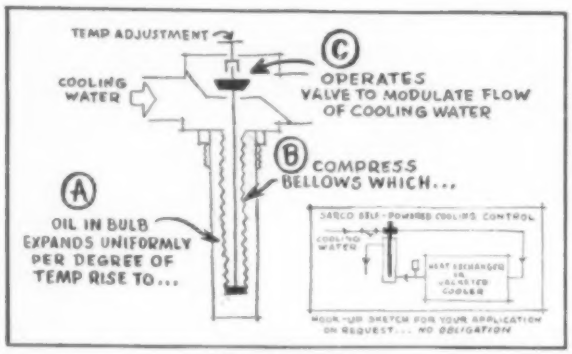
Says the Stadham 'Cover' Girl, "As originators of treated nylon covers we have improved the exclusive formula to assure longer wearing qualities . . . better fabric finishing . . . increased production. Write your distributor for a Stadham Glossary that defines the various types and uses of Stad-Spun and Stad-Tex Press Covers."

STADHAM

COMPANY INC. • HEXAGON DIVISION

1825-31 N. 20TH ST. PHILA. 21, PA.

PADS • COVERS • BAGS • APRONS • NYLON TAPE • TEXTILE SPECIALTIES



You can stop

OVERCOOLING WASTE

Manual control of cooling water is so uncertain it's sure to result in OVERCOOLING (waste of water), UNDERCOOLING (damage to product or equipment).

It pays to assure optimum *safe* temperature by using Sarco Cooling Controls:—

1. Save water and replace guesswork with certainty.

2. Trouble-free design as simple as A-B-C!

3. Self-powered...no electricity or compressed air needed.

4. Self-contained...no exposed mechanism.

5. Packless...no stuffing gland to wear or jam the valve stem.

6. Thousands provide dependable service for firms such as Ingersoll-Rand, Butler Mfg. Co., Swift & Co.

¾" size—only about $39!

Write for bulletin 710 to Sarco Company, Inc., Empire State Bldg., New York 1, N.Y.

SARCO 2184-P

EASY DOES IT

WITH

Anderson **EASY-LOCK DRAPERY PROTECTOR**

order today—one of the finest tools ever developed for holding drapery hooks while cleaning.

No Scratches

No Torn Fingers

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Gentlemen:
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name .....
Street .....
City ..... State .....

MONEY BACK GUARANTEE

JOBBERS ATTENTION: No order less than 6 Dozen accepted

moisture, the rods insert inside the outer folds of the tie and make it possible to "form" even ties that are sewed in the center, according to the company. After the form is inserted and the necessary pressure applied, it locks itself at any desired point and stays there until released.

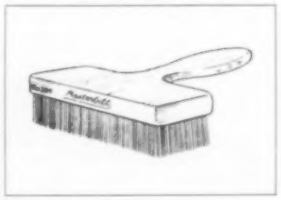
Patent on the new form, which fits all ties, is pending, according to Mr. Newhouse, president of the company.

Signal Cotton Carnival

"Cotton Carnival" is Signal Chemical Mfg. Co.'s original registered name for its summer cotton cleaning and texturizing promotion. Window streamers, decals, button tags, radio scripts, newspaper and direct-mail mats are offered at no charge to help promote the company's Beauty-Tex texturizing concentrate.

A free 20-page booklet on the Beauty-Tex Cotton Carnival is available from the Signal Chemical Mfg. Co., Inc., 5020 Richmond Rd., Bedford, Ohio.

Masterbilt Sweater Brush



Masterbilt Brush Mfg. Co., 1123 N. Ashland Ave., Chicago, Ill., has announced the introduction of its new sweater carding brush #209.

Masterbilt has developed this all-new brush to remove knots and pilling from all types of sweaters including cashmeres and fluffy knits. According to the manufacturer it can also be used in the finishing of fleece coats without harming the material.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Fur-Feel for Synthetics

"Fur-Feel," a newly developed process said to assure safe cleaning and rejuvenation of Orlon-Dynel pile-fabric garments at a low unit cost, is now available on a franchise basis. The process was announced by Reliable Machine Works, Inc., of Brooklyn, N. Y., and Kandu Chemicals, Inc., of New York City.

According to Harold Friedman, sales manager of Fur-Feel Process Corp., the method has been approved and recommended by leading pile-fabric manufacturers. Holders of franchises will receive complete advertising and sales promotion programs and required equipment and materials.

Additional information may be obtained by writing Harold Friedman, Sales Manager, Fur-Feel Process Corp., 238 Eagle St., Brooklyn 22, N. Y.

Keyes-Davis Catalog

The Keyes-Davis Company recently issued a new illustrated catalog and price list for drycleaners and laundries. It contains over 40 illustrations and lists over 75 specialty items, including net pins, marking pins, pin carriers, pin-and-tag combinations, pin trays, overall tags, hand numbering outfits, bulk straight and safety pins, sorting bars, sorting racks and sorting bins.

Copies of this reference catalog are available from The Keyes-Davis Company, 14th St., Battle Creek, Mich.

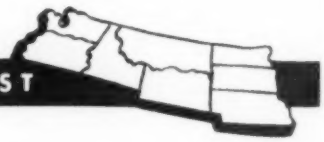
Worthington Specification Sheet

Worthington Corporation has announced the availability of a specification sheet on its gas-fired year-round air conditioners in 2- and 3-ton sizes. The specification sheet gives complete dimensions and operating data for the unit which provides winter heating and summer cooling and features a completely automatic control.

Request Bulletin #C-1100-S100A-P from Advertising & Sales Promotion Dept., Worthington Corporation, Harrison, N. J.

PEOPLE AND PLACES

NORTH WEST



Copper State Cleaners, 414 First Ave., N., Great Falls, Mont., has been moved to new headquarters at 708 First Ave., N., and new equipment has been installed.

M & M Cleaners, Towner, N. D., has opened a drycleaning plant in the Knights of Pythias Lodge building in Velva. Francis Murphy is the owner.

Skyway Cleaners has moved to new quarters in the $1,000,000 shopping center, Renton, Wash. Earl Slade is the owner.

Mr. and Mrs. Elmer Pederson have purchased Courtesy Cleaners, Toppenish, Wash., from Mr. and Mrs. Gene Rowe.

Certified Cleaning Corp., Portland, Ore., has opened One Hour Martinizing, 250 S. W. Alder St. Wilma Sarchet, co-owner of Bazaar Drive-In Cleaners, will manage the store.

An open house was held recently at Yott's Dry Cleaning and Launderette, Forks, Wash. R. J. Yott and Stanley Tuft are the owners.

SOUTH WEST

Edith Fox has given notice that she intends to sell Work-Rite Cleaners, 952 S. Figueroa, Los Angeles, Calif., to Meyer Wolf.

Mr. and Mrs. William Gamberg, operators of Calaveras Cleaners, Angels Camp, Calif., have opened a branch on St. Charles St., San Adreas.

Quitaque (Tex.) Cleaners has been purchased by Mr. and Mrs. Clyde Saul from Mr. and Mrs. J. C. Meeks.

Noel H. and Bela L. Hicks have given notice that they intend to sell Mission Cleaners, 1135 N. Mission Rd., Los Angeles, Calif., to Raymond and Phyllis Gaston.

Esquire Cleaners has been opened in the Lemon Hill Shopping Center, 44th St. and Lemon Hill Rd., Sacramento, Calif.

Revard's Cleaners has been opened at 2412 Montgomery Dr., Montgomery Village, Calif., by Charles Revard.

Nelson Cleaners, Steamboat Springs, Colo., has been sold by Mr. and Mrs. Laverne Nelson to Helen Steele, an employee of the firm for the past 15 years.

Donald Bracey, operator of Bob Burns Cleaners, 237 Third Ave., Chula Vista, Calif., has opened another plant in a new building at 768 Third Ave.

Kenneth Moore has opened One Hour Martinizing on Main St., El Cajon, Calif.

Dalton Cleaners, Goldthwaite, Tex., has been sold by Larry Dalton to Mrs. Watson Miller and Mrs. Elizabeth Hamrick. The firm name has been changed to City Cleaners.

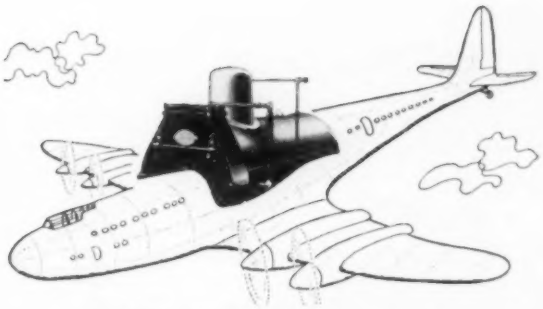
Spic and Span Cleaners has been opened in a new building at 1134 N. Cedar Ave., Fresno, Calif.

Painter Cleaners, Brookshire, Tex., has been purchased by Mr. and Mrs. M. D. Freeman from their daughter, Mrs. Ardis Long.

Stajack Corp., Denver, Colo., has opened One Hour Martinizing at 103 Broadway.

Daniels Cleaners, 900 N. 18th St., Mission, Kans., has opened a branch at 5727 Johnson Dr., it was announced by Don Daniels, business manager.

Rita Peine and Earl J. Anderson, owners of Palm Cleaners,



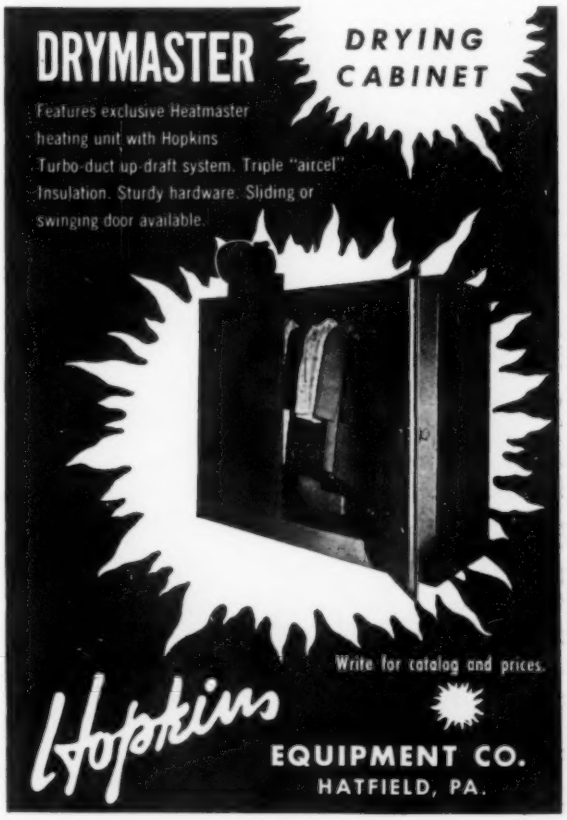
A Boiler Is Not An Airplane

An aircraft designer must sometimes sacrifice strength for speed and maneuverability —but boilers are different. In a boiler, you can have maximum strength and top performance, too. When heavy construction means greater reliability, longer life, there's no reason to accept a flimsy, light-weight boiler. Particularly when Leffel boilers give you that extra heavy, extra strong construction at no extra cost.

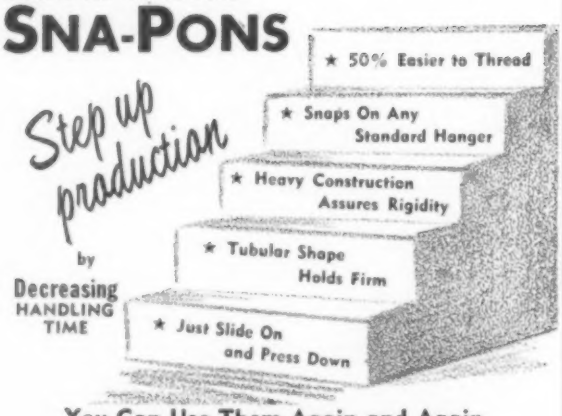
So before you buy any boiler, compare it pound for pound with a Leffel boiler of the same capacity. But be sure you're comparing actual ability to produce, not just inflated ratings and fancy promises. You'll find that the Leffel boiler will give you more capacity for your money. And because of its far greater weight and strength it will work for you more reliably, for years longer and at much lower maintenance cost.

For the complete story, write today for your free copy of Bulletin 236.

JAMES LEFFEL & COMPANY
DEPT. D
SPRINGFIELD, OHIO



SNOW WHITE
SNA-PONS



Step up production by Decreasing HANDLING TIME

You Can Use Them Again and Again . . . Costs You Less in The Long Run!

Insist on the tubular trouser guard that is tough enough to come back to you! Snaps on any standard hanger . . . and STAYS ON. Clings firmly through customer's home use, comes back with the garment for repeat work. **SNA-PON** slides on, snaps on and stays on—**no slippage, no spoilage in use!**

When you buy **SNA-PON** you know the box is packed with value because:

- **SNA-PONS** can be used over and over again
- **SNA-PONS** take less space on the line
- **SNA-PONS** give more customer satisfaction

SNA-PON is approximately 25" round. Packed 2500 to carton, shpg. wt. 36½ lbs. Carton: 25" x 16½" x 16¼".

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please

TILLERY CONTAINER CORPORATION

6000 WILSON AVE. KANSAS CITY 23, MISSOURI

® Sna-Pon Guards, Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1950)

These helpful booklets

Can Show YOU HOW To:

- ***Solve special problems***
- ***Train new help***
- ***Make more money***

1. **"How To Clean Cotton Rugs"** . . . . . $ .25
   step-by-step instructions for handling shag rugs
2. **"Manual for Training Silk Finishers"** 1.00
   how to turn out top quality finishing on all garments
3. **"The Laundry Primer"** 50
   ABC's of washroom operation
4. **"Storage for the Drycleaner"** 50
   guide to vault installation and operation
5. **"Guide To Plant Layout"** 1.00
   in color; how to make your drycleaning plant more efficient
6. **"How To Train Finishing and Folding Operators in the Laundry"** 1.00
   shirts, flatwork, wearing apparel—how to produce top quality finishing
7. **"Manual for Training Wool Finishers"** 1.00

For one or more of these informative books—circle number and mail coupon

THE NATIONAL CLEANER & DYER

305 East 45th Street, New York 17, New York N-4

Send books indicated below.
My check for _____ enclosed.

1 2 3 4 5 6 7

Name _____

Firm _____

Street _____

City _____ State _____

Garnett, Kans., have purchased Garnett Cleaners from Rev. Phil Wahl. The combined business will operate in the building housing Garnett Cleaners, and will be known as Garnett's Palm Cleaners.

Leon D. Hogg, Jr., has opened One Hour Martinizing at 3602 Bissonnet St., Houston, Tex.

Ed and Judy Vargas, owners of Payless Cleaners, Berkeley, Calif., have opened a branch at 3568 Mt. Diablo Blvd. in Lafayette.

Wardrobe Cleaners, 1323 E. Harding, Stockton, Calif., has been purchased by Hardy Driskill from Kenneth and Nellie Closton.

DOMINION of CANADA

Artur Neldner and Mr. Sluttkner are the new owners of Snappy Cleaners, Ponoka, Alta.

Sam Adelman, a recent NID graduate, has announced plans to open a new drive-in at 6300 Upper Lachine Rd., Montreal, Que.

Application has been filed by Mr. and Mrs. J. Fletcher to establish a drycleaning business in Riverside, Alta.

Carman (Man.) Cleaners has been purchased by Carman Colvin from Fred Eby.

Modern Cleaners has been opened in a new building at Mary and Archie Sts., Walkerton, Ont.

Jet Cleaners, located at RCAF Station Clinton, Clinton, Ont., has been purchased by Clinton Laundry and Dry Cleaners from Pat Lee.

A drycleaning establishment has been opened in Drayton Valley, Alta., by Len Bannard.

Cash & Carry Cleaners Ltd. has opened its sixth branch, at 215 Lutz St. at Queen, Moncton, N. B.

Bill Jeffs has sold High River (Alta.) Dry Cleaners to Bill Lee.

Paramount Service Stores, Ltd., has opened a branch in the Applewood Village Shopping Centre, Port Credit, Ont.

NORTH CENTRAL

Imperial Cleaners and Dyers' store is now located at 15639 Mack at Balfour, Detroit, Mich. The plant remains at 15029 Kercheval.

State Cleaners has been opened at 31 S. Main St., Canton, Ill., by Maurice B. Carver, Jr., an NID graduate.

John E. Clarke has opened One Hour Martinizing at 1923 Grand Ave., Waukegan, Ill.

Pellowe Cleaners, located on S. Main St., Adrian, Mich., has been sold by Edward C. Pellowe to Ralph E. Reinhart.

Darko and Sons Cleaners has opened a branch at 49th and College, Indianapolis, Ind.

Glen Odson has purchased Bell Cleaners in Lenox, Iowa.

One Hour Martinizing has been opened at 3300 Montgomery Rd., Cincinnati, Ohio, by Cecil S. Smith.

Benzole Cleaning and Laundry, Peru, Ill., has been purchased by Fitch's Laundry and Dry Cleaning Company, located on First St. in La Salle.

Mr. and Mrs. Russell Jones have moved Acme Dry Cleaners from 313 S. Main St., Fostoria, Ohio, to 429 S. Main St.

Mr. and Mrs. Milton Sherwood have announced plans to open Sherwood Cleaners, 117 W. Washington St., Momence, Ill.

Kaple Dry Cleaners, Main and Railroad Sts., Ottawa, Ohio, has been purchased by Linus H. Schmelzer from Mr. and Mrs. John Kaple.

Carl Fiebig has purchased Richmond Cleaners, Ceape and Lake Sts., Oshkosh, Wis., from A. J. Kagan.

Mr. and Mrs. William J. Hoop have opened Jiffy Dry Cleaners, 553 S. Main St., Kendallville, Ind.

Jack D. Ryan has purchased Hale Cleaners, 358 Cleveland St., Elyria, Ohio, from Glenn C. and Alice R. Hale.

Donald C. McFadden has opened One Hour Martinizing at 208 S. Third St., Ironton, Ohio.

Mrs. Stanley Busse has sold Three Oaks (Mich.) Cleaners to Mr. and Mrs. Walter Ignasiak.

Mr. and Mrs. J. R. Markham have purchased Argos (Ind.) Cleaners from Mrs. Lucille Minnis.

Modern Cleaners has been opened at First Ave. and C Street, Jefferson, Wis.

Alderson Cleaners, Inc., has moved to a new location at 460 N. Ninth St., Clinton, Ind.

One Hour Martinizing was opened recently at 526 W. Wyoming Ave., Lockland, Ohio, by George Pittman.

Mr. and Mrs. William Kosankes have purchased Jerry's Cleaners, 931 Wisconsin Ave., Okauchee, Wis. The firm will be known as Okauchee Dry Cleaners.

Swan Super Cleaners, Columbus, Ohio, has opened its twenty-seventh store, in the new Great Western Shopping Center, W. Broad St. and Wilson Rd. Andre Gelpi is president of the chain.

Harold J. Burke, operator of Killey Cleaners, 936 Fourth St., Davenport, Ill., has purchased Bickel's Cleaners, 722 15th Ave., East Moline, and 2204 41st St., Moline. The three stores will be known as Burke's Killey Cleaners, Inc.

Artistic Cleaners, 415 E. Burlington St., Iowa City, Iowa, has been opened by Dave Todd and Richard Carfrae.

Southwest Cleaners, Parma, Ohio, is adding two new store leases to its operation, bringing the total to six.

L. N. Hertzman has purchased Hamilton Cleaners, 753 Broadway, Joliet, Ill.

Mittag Dry Cleaning Shop, 87 N. Main St., Fort Atkinson, Wis., has been opened by Mr. and Mrs. Chet Mittag.

Chic Cleaners is housed in new headquarters at 126 N. First St., DeKalb, Ill.

SOUTH EAST

Mr. and Mrs. Harry P. Ryan have opened Ryan Quality Cleaners, Dixie Hwy., Ft. Mitchell, Ky.

Tom's Dry Cleaners, located at the corner of Robertsville and Rawleigh Rds., Oak Ridge, Tenn., has been leased by Rev. Orville M. Bell, Sr.

Mrs. John Will Showalter has purchased one-half interest in One Hour Cleaners, located on E. Main St., Georgetown, Ky.

J. W. Etzler plans to open Jack's Cleaners and Laundry at Ingraham and Morton Sts., Port Tampa City, Fla.

One Hour Martinizing has been opened at 500 Main St., Paris, Ky., by George Witt.

Ray's Cleaners has been opened in the new Plaza Shopping Center, 3265 Roswell Rd., Atlanta, Ga., by Ray Flournoy.

C. E. Bowden has sold Frost Cleaners, Inc., Manchester, Ga., to Upson Laundry of Thomaston.

S. T. Messner has sold Sixty-Minute Cleaners, 2000 Central Ave., St. Petersburg, Fla., to Mr. and Mrs. Noble H. Glidewell. Mr. Messner will continue to own and manage Sixty-Min-

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It gives a solid crease, never glosses fabrics, saves contact time, presses the newest synthetic as well as any natural fabric—and does it safely. You never have to lock the top buck to be sure of getting a good press. Save time, cut costs and pay far, far less on grid plate purchases.

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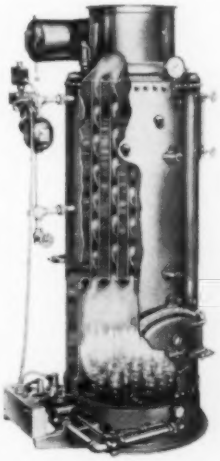

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ute branches at 720 Fourth St., N., and 2300 Ninth St., N.

Glo Cleaners of North Little Rock, Ark., has opened a drive-in branch at 2201 Pike Ave. Meyer Davis is owner of the firm, which operates a branch in Rose City.

One Hour Martinizing has been opened at 113 N. Main St., Henderson, Ky., by Gilbert J. Jennings.

Peacock Cleaners, St. Petersburg, Fla., has opened a branch in the new Dunedin (Fla.) Shopping Center on Broadway.

James K. Webb has opened One Hour Martinizing at 3345 Florida Blvd., Baton Rouge, La.

Charles and Bernice Mayhugh have opened One Hour Martinizing on S. Cumberland Center, Morristown, Tenn.

Quality Cleaners has moved to a new location in the newly renovated Patterson Bldg., Ft. Meade, Fla. Mr. and Mrs. John Carruthers are the owners.

A new drycleaning establishment has been constructed on the corner of Crawford and Munroe Sts., Quincy, Fla. Everett Morrow is the owner.

Clothes-A-Clean was opened recently at 5421 Wesconnett Blvd., Wesconnett, Fla., by R. H. Billingsley.

Herman W. Weddle has opened One Hour Martinizing at 45 W. Broad St., Cookesville, Tenn.

Elmer Collins has purchased American Dry Cleaners, Neon, Ky.

C. W. Robb is the new owner of Valet Dry Cleaning Shop, 3054 Beach Blvd., Gulfport, Fla.

NORTH EAST

Jan One Hour Cleaners has been opened in the new shopping center in the 6300 block of Saltzburg Rd., Penn Township, Pa.

Cuozzo Custom Cleaners, 582 McBride Ave., Little Falls, N. J., will be moved to new headquarters under construction on McBride Ave., near Whippany Ave.

Thomas Epstein has purchased LaBarre Cleansers, 277-279 Main St., Holyoke, Mass., from Adelbert A. and Irene A. LaBarre.

One Hour Martinizing has been opened at Clinton Harlem Plaza, Cheektowaga, N. Y., by Winfield C. King.

A certificate has been filed for the conduct of T. J. Norris Dry Cleaning, Clearfield, Pa., by Isabel S. and T. J. Norris, Jr.

Irving From has opened One Hour Martinizing at 3100 Third Ave., New York, N. Y.

Michael M. Bachrach has opened One Hour Martinizing at 92 Elm St., Westfield, Mass.

David Weyland has opened One Hour Martinizing at 261 Degraw Ave., Teaneck, N. J.

Elite Dry Cleaning Service has been opened at 1301 W. 38th St., Erie, Pa., by Clem J. Lewis.

Carmen Galasso and Joseph Del Corso have opened One Hour Martinizing at 17 Bloomfield Ave., Newark, N. J.

A certificate of incorporation has been granted to Volk Dry Cleaners, Inc., Rome, N. Y. Directors are Kenneth R. and Jeanne M. Volk and George B. Grow.

Clinton Allen and Glenmore Jones have opened One Hour Martinizing at 300 Princeton Ave., Bluefield, W. Va.

Armando and Alfred Galasso have opened One Hour Martinizing at 106-108 Elizabeth Ave., Newark, N. J.

Public Cleaners, 827 Willis Ave., Williston Park, L. I., N. Y., plans extensive alterations and will be known as Public Drive-In Cleaners.

Mayor John Kerwien presided recently in a ribbon cutting ceremony which opened the new store and plant of Life Cleaners, 2018 Lemoine Ave. Steve Peliotis and William Hartley are the owners.

MEETINGS SCHEDULED

April 11 and 12—Texas Laundry and Dry Cleaning Association, Annual Convention, Rice Hotel, Houston.

April 19, 20 and 21—New York State Launderers & Cleaners Association, Annual Convention, Hotel Sheraton, Ten Eyck, Albany.

May 7, 8, 9, 10 and 11—Laundry and Cleaners Allied Trades Association, Annual Convention, Hollywood Beach Hotel, Hollywood Beach, Florida.

May 11 and 12—Laundry Owners and Dry Cleaners Association of **Montana, Southern Alberta and Northern Wyoming,** Annual Convention, Palliser Hotel, Calgary, Alberta, Canada.

May 11 and 12—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Sir Walter Hotel, Raleigh.

May 11 and 12—West Virginia Launderers & Drycleaners Association, Annual Convention, Hotel Daniel Boone, Charleston.

May 18 and 19—New Jersey Laundry & Cleaning Institute, Annual Convention, Hotel Berkeley Carteret, Asbury Park.

May 24 and 25—Mountain State Laundry Association and the **Colorado** Cleaners Association, Joint Convention, Glenwood Springs, Colorado.

June 6 and 7—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

OBITUARIES

Michael Dubick, 55, proprietor of Tisdale (Saskatchewan) Dry Cleaners Ltd., Canada, died recently. Surviving are his wife and son.

Harry G. Black, 75, operator of National Cleaners, Indianapolis, Indiana, died recently. Mr. Black is survived by his wife.

Willis N. Cannon, 74, owner of Cannon's Dry Cleaners, Largo, Florida, died recently. Mr. Cannon was a member of the Elks and Woodmen of the World. Surviving are his wife, three sons and a daughter.

Maurice S. Cantor, 49, operator of Cantor's Cleaners, East Orange, New Jersey, died recently. Mr. Cantor was past chancellor of Roth Lodge, Knights of Pythias of Newark. Among his survivors are his wife and two sons.

Robert H. Chapman, 39, secretary-treasurer of Chapman Laundry, Inc., Hammond, Indiana, died recently of a heart ailment. Mr. Chapman was associated in the business with his father and two brothers. He was a past president of the Calumet Institute of Laundering, a past president of the Calumet Drycleaners Association, and a past director of

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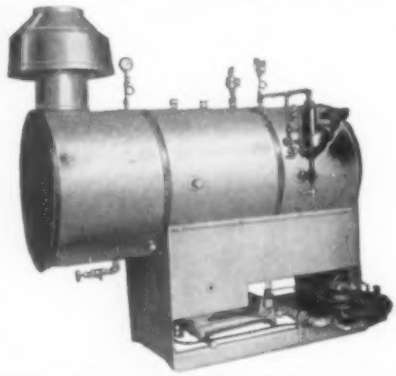

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the Indiana State Drycleaners Association. Survivors include his wife and two children.

Clair Eldon Hamilton, Jr., 59, manager of the Philadelphia office of The American Laundry Machinery Company, Cincinnati, Ohio, died January 10 in Wynnewood, Pennsylvania. Mr. Hamilton's entire association with American, beginning in January 1923, was spent in the Philadelphia office, with the exception of a brief period in Cincinnati. He was a member of Cassia Lodge 273, F&AM, Ardmore. Surviving are his wife and son.

Louisa Hejna, president of Hejna Dry Cleaning Company, Cleveland, Ohio, died recently. She had been active in the Order of the Eastern Star, Pythian Sisters, J. C. D. Lodge 108. Survivors include a daughter and a son.

Carl W. Johnson, 69, owner of Modern Cleaners, Grand Rapids, Michigan, died recently. Mr. Johnson was a member of Grand Rapids Association of Cleaners and Dyers, and was president of the group in 1935. He was a life member of Valley City Lodge, F&AM. Surviving are his wife and two daughters.

John T. Lowe, president of Morris & Eckels, Inc., Baltimore, Maryland, died of a heart attack on February 1 while vacationing in Florida. Mr. Lowe had been with the company since 1911. He was a Mason and a director of Maryland General Hospital. Surviving are his wife and two daughters.

Lorenzo Manzi, 76, owner and president of Premier Cleaning and Dyeing Company, Paterson, New Jersey, died recently. Mr. Manzi is survived by his wife, four sons and four daughters.

William H. Rowe, 55, proprietor of Mercury Cleaners, North Fond du Lac, Wisconsin, died of a heart attack recently. Mr. Rowe was a member of the Elks, of the North Fond du Lac Business Club, Inc., and of the National Institute of Drycleaning. He is survived by a daughter and a son.

Frank Anthony Ruggieri, owner of Rogers Cleaners, Warren, Ohio, died recently. Survivors include his wife and a son.

Joe Shaddick, of Goss-Jewett Company of Northern California, San Francisco, died recently. Mr. Shaddick had previously been with The American Laundry Machinery Company for many years. Trained in England as a metallurgist, he joined the San Francisco staff of American in 1923, later became assistant manager and then general manager. Surviving are his wife and two daughters.

Charles H. Victor, 61, president of Vic Cleaning Machine Company, Minneapolis, Minnesota, died March 4 while attending the National Institute of Drycleaning convention in Dallas, Texas. Mr. Victor was born in Russia and came to the United States before World War I. An inventor-manufacturer, with many patents to his credit, Mr. Victor developed the self-cleaning filter. Out of that invention grew the present company, with sales all over the world. Mr. Victor was a member of the National Institute of Drycleaning, plus many more local and civic organizations. Surviving are his wife and two sons.

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Petroleum or Perchlorethylene Solvents
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used by LEADING LAUNDRIES AND DRY CLEANERS
odorless black indelible ink
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★ GREATER INK SUPPLY ★ MARKS DARKER, CLEANER
★ WON'T WASH OUT ★ WON'T DRY OUT
★ WRITES SMOOTHLY ON FABRIC OR PAPER
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Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

Location: Pontiac, Michigan. Modern-equipped solvent plant, established route, 35 years same location. A factory town, good business, year around. **ADDRESS,** Box 7581, **NATIONAL CLEANER & DYER.** -2

ILLINOIS—100 miles from Chicago. **PACKAGE PLANT,** established and well equipped. Only plant in town of 5,000. Building 30 x 70' includes 4-room apartment. **ADDRESS,** Box 7563, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING AND LAUNDRY PLANT IN DEEP SOUTH. Population over 750,000. 5 activated branches using 25 lb. washers. Volume exceeds $300,000 annually. $50,000 down. Balance 10 years. 21 years in business. Very profitable. **ADDRESS,** Box 7505, **NATIONAL CLEANER & DYER.** -2

Modern Drive-In Solvent Plant at Canton, Ohio. Gross over $43,000.00 per year. For sale with or without Real Estate. **ADDRESS,** Box 7399, **NATIONAL CLEANER & DYER.** -2

Small synthetic plant—upstate New York, town of 20,000, established 15 years, death of one partner forces sale. Real estate with 3 income apartments. Lease with option to buy. Good terms to responsible person. **ADDRESS,** Box 7546, **NATIONAL CLEANER & DYER.** -2

FOR SALE—SOLVENT PLANT, FOUR CALL OFFICES WITH OFF-THE-STREET PARKING AND WHOLESALE BUSINESS. VOLUME $140,000 PER YEAR. LOCATED IN A RAPIDLY GROWING AREA NEAR LOS ANGELES. ADDRESS, Box 7599, **NATIONAL CLEANER & DYER.** -2

For sale: **BUFFALO, N. Y. ONE-HOUR** drycleaning plant, all cash-and-carry, Cissell puff irons, Glover press board, Hoffman press machine, latest type Adjusta-Form, Cissell spotting board, Prosperity 28 lb. cleaning machine, Columbia 15 H.P. boiler, U. S. Hoffman vacuum system, Kellogg air compressor. Good location. Asking price $25,500. **ADDRESS,** Box 7600, **NATIONAL CLEANER & DYER.** -2

WASHINGTON, D. C. 1955 volume was $101,650.25 net. Profit was $21,807.21. $34,000 counter, balance 3 trucks. Prosperity cleaning equipment. Business and equipment $59,000. $15,000 down. **ADDRESS,** Box 7601, **NATIONAL CLEANER & DYER.** -2

Complete modern synthetic cleaning plant in central Pennsylvania, 1½ years old, $25,000 year gross and increasing. Excellent buy. Real estate included. Owner must move to different climate. **ADDRESS,** Box 7523, **NATIONAL CLEANER & DYER.** -2

For sale: $15,000 plant. Doing $30,000 yearly. 3 Furnished apartments about pays all rent. Want to retire. Total price $9,750. Terms. Triple A Cleaners, Clifton, Arizona. 7629-2

Drycleaning plant, using 107 Flash Stoddard Petroleum Solvent, established 27 years, complete new equipment seven years ago, A-1 condition, good sales volume, can be doubled with pickup and delivery, employs four. Northwest Ohio city. Owner retiring. Priced right. Apple Co., Brokers, Cleveland 15, Ohio. 7647-2

Drycleaners. Well-established over 20 years. Excellent potentials. Fast-growing city. Priced to sell. Retiring. 8 East Second Street, Ocala, Florida. 7648-2

Sale or lease—Established drycleaning and laundry plant with real estate. Ideal for family. Grossed $50,000 in 1955. Located in eastern Pennsylvania. **ADDRESS,** Box 7641, **NATIONAL CLEANER & DYER.** -2

For Sale—Cleaning plant in thriving southern Oregon town—Air Base under construction. Other major industries soon due. $30,000 gross, good lease. Price $18,500. Mr. E. L. Blevens, Fashion Cleaners, 129 South Seventh Street, Klamath Falls, Oregon. 7657-2

CENTRAL INDIANA—fully equipped drive-in solvent plant, can be purchased with or without real estate. High net profit. Owner leaving state for health. **ADDRESS,** Box 7653, **NATIONAL CLEANER & DYER** -2

ILLINOIS—Chicago suburb, 140F Mercury cleaning plant. Completely equipped, doing $48,000 a year gross. **ADDRESS,** Box 7651, **NATIONAL CLEANER & DYER.** -2

SOUTHERN WISCONSIN—established solvent plant, can be purchased with or without real estate. Correspondence confidential. References exchanged. **ADDRESS,** Box 7639, **NATIONAL CLEANER & DYER.** -2

Cleaning store located in the heart of Passaic, New Jersey. Fully equipped. 15 lb. unit, new Syntho-Saver. Yearly gross $20,000. Ideal location. Price $6,000. **ADDRESS,** Box 7640, **NATIONAL CLEANER & DYER.** -2

RICKETTS CLEANERS, ABINGDON, ILLINOIS. Well-established—all the conveniences of larger plants. Only plant in city of 3,300, both farming and industrial. New call office and front. Grossing $27,000—rent $65. Illness in family. Priced to sell. 7642-2

Drycleaner, established eight years, grossing $35,000 annually. Located in top Colorado town, good prices with high net profit. Definitely priced to sell. Information and free pictures mailed, no obligation whatsoever on your part. C-5727 Continental, 804 Grand, Kansas City, Missouri. 7643-2

Established drycleaning plant in rapidly growing **ROCKLAND COUNTY.** Price $50,000. Includes real estate. 30 miles from New York City. **ADDRESS,** Box 7616, **NATIONAL CLEANER & DYER.** -2

Modern, fully equipped, **STODDARD SOLVENT PLANT** in beautiful Wisconsin city. **$150,000 YEARLY.** Established routes and cash-and-carry stores. City is county seat. College town with U. S. airfield nearby. Excellent lease. Personnel experts with considerable longevity. Excellent father-son or husband-wife deal. In business, same location, for 25 years. Write us about **PRICE** and **TERMS. THE PAUL E. STARK CO.,** 1 West Main St., Madison, Wisconsin. 7508-2

OREGON'S LEADING CASH-AND-CARRY DRIVE-IN CLEANING PLANT, ULTRAMODERN BUILDING, SPECIALLY DESIGNED FOR DRYCLEANING BUSINESS, EXCELLENT BALANCED SOLVENT EQUIPMENT. SANITONE FRANCHISE. THE NORTHWEST'S FINEST AND MOST MODERN FUR STORAGE VAULT. PRICE $45,000. ABOUT ⅓ DOWN. OWNER WISHES TO RETIRE. ADDRESS, Box 7509, **NATIONAL CLEANER & DYER.** -2

Owner will sell **LAUNDRY** and **DRYCLEANING PLANT** and **REAL ESTATE** in a **BUSY FLORIDA CITY.** Business grossing $132,000. $60,000 cash, balance on 1st mortgage for 10 years @ 5%. This is not a forced offer. It is a **GOOD BUY,** shows a reasonable profit. Is in a nice climate and pleasant surroundings. In your reply qualify by giving bank references. Write C. J. Towner associate of John W. Shirk, Real Estate broker, 1220 South Olive Ave., West Palm Beach, Florida. 7666-2

CLEANING PLANTS WANTED

Small Drycleaning plant with room for expansion. Can make substantial down payment. May also be interested in leasing larger plant with option to buy. New York, New Jersey, or Connecticut. **ADDRESS,** Box 7668-1, **NATIONAL CLEANER & DYER.** -1

HELP WANTED

WORKING FOREMAN MANAGER—for modern petroleum plant in central Illinois. Must have ability to organize, train and supervise help. Only quality-minded individual need apply. Write stating all qualifications and salary expected. **ADDRESS,** Box 7573, **NATIONAL CLEANER & DYER.** -7

SALES MANAGER. We're looking for a man who has a proven ability to occupy a permanent position with an outstanding, well-established chain of retail stores in the Pittsburgh area. All drycleaning and laundry are processed in our central plant. There are over 110 units in our chain. We are looking for an agressive man who is anxious for personal growth. This management opportunity will give free reign for a man to demonstrate his leadership ability for systematic, orderliness and capabilities to lead others in detailed work. In your first response, send a complete resume and indication of your financial requirements. **ADDRESS,** Box 7661, **NATIONAL CLEANER & DYER.** -7

Drycleaning superintendent for modern plant, central New York, with working knowledge of all phases of drycleaning. Excellent opportunity with salary commensurate with ability. Laundry experience helpful but not essential. Opportunity to buy interest for man of proven ability. Write experience, marital status. **ADDRESS,** Box 7646, **NATIONAL CLEANER & DYER.** -7

HELP WANTED. Experienced **DRYCLEANING** superintendent, about 40, who has some N.I.D. training and proven ability in quality work and is willing to locate in the Northeast. Ultramodern plant, equipment, working conditions. Excellent opportunity in all respects for man who qualifies. Write Box 7645 stating full qualifications and expectations. **NATIONAL CLEANER & DYER.** -7

HELP WANTED. PLANT SUPERINTENDENT, laundry, drycleaning, linen supply, for medium-size, modern plant located on Florida East Coast. Permanent position for well-qualified man. **ADDRESS,** Box 7650 **NATIONAL CLEANER & DYER.** -7

Wanted: Manager for laundry and drycleaning plant doing $400,000 per year, with ten to twenty years experience in production, cost control and maintaining quality. State age and salary expected, with references. **ADDRESS,** Box 7654, **NATIONAL CLEANER & DYER.** -7

Managers, working foremen—earn $5,200 per year plus 10% of the profit before taxes, and if you are really good, you can become a supervisor at a lot higher income for chain of synthetic dry cleaning and shirt laundry, drive-ins, and shopping plaza shops. Must be able to take full charge of operations including the hiring and training of help. New plants all over Ohio, Pennsylvania and Indiana. If interested, send photograph, state age, and give full resume of yourself. Replies will be kept in strict confidence. 8A Prosperity units will be used. **LA FRANCE DRY CLEANERS, INC., 44 South Fruit Street, Youngstown, Ohio.** 7658-7

"EMPLOYED DRYCLEANING PLANT WORKER WANTED TO SELL FABULOUS NEW DRYCLEANING CHARGED SOAP TO PLANTS IN YOUR COMMUNITY. NO EXPERIENCE NECESSARY. CAN START PART-TIME IF YOU WISH. FOR $100 MINIMUM YOU CAN BE IN BUSINESS FOR YOURSELF. A NEW GOOD PAYING CAREER CAN BE YOURS. WRITE TODAY FOR DETAILS. ADDRESS, Box 7598, **NATIONAL CLEANER & DYER.** -7

TOP QUALITY PRESSER rough and silk for high-class retail plant with some knowledge of other phases. References and experience required. Unusual opportunity for steady, reliable man. Albany, N. Y. **ADDRESS,** Box 7663, **NATIONAL CLEANER & DYER.** -7

SALES DISTRICT AGENT wanted by leading manufacturer of soaps, spotters, water repellents, etc. Must be an A-1 top man, responsible, equipped technically and promotionally to handle territory. Give full details, background-experience. **ADDRESS,** Box 7670, **NATIONAL CLEANER & DYER.** -7

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 12th of the preceding month in which the advertisement is to appear.

HELP WANTED (Cont'd)

SALES PROMOTION MANAGER: A man with some advertising and customer relations experience preferred; this is a permanent management opportunity in connection with a large wholesale rug cleaning operation serving laundries, drycleaners, department stores and floorcovering retailers in the metropolitan New York-New Jersey area. Write giving full resume of experience and salary requirements to Box 7671, **NATIONAL CLEANER & DYER.** -7

SITUATIONS WANTED

Plant Supt. or general manager, thoroughly experienced in all phases of drycleaning, laundry, rugs and furs, for past 21 years. Capable of training help in modern methods, high quality standards, not a floater. 38 years old, married, sober and reliable. Prefer to locate in New Jersey, Western Connecticut, or suburban New York. Salary $150 weekly or incentive. **ADDRESS,** Box 7668, **NATIONAL CLEANER & DYER.** -5

Present position a disappointment. Want opportunity to exercise capacity of administration, production and sales promotion capabilities to full advantage. My 28 years experience (manager, owner, accountant, analyst, etc.) could have special value where the problem of shrinking profits exist. **ADDRESS,** Box 7571, **NATIONAL CLEANER & DYER.** -5

Silk wool spotter, drycleaner. A-1 all around man. Can give you quality and production. Age 46, 24 years of experience. Desire steady position. Good references. **ADDRESS,** Box 7625, **NATIONAL CLEANER & DYER.** -5

MATURE, AGGRESSIVE, NON-DRINKING FAMILY MAN, age 47, 22 years practical, result-getting experience, all phases drycleaning and laundry field. Outstanding administrative, organization abilities. Interested in connection offering substantial earning possibilities. Foreign or States. Terminating present foreign assignment May 1, 1956. Address: Clarke Runner, c/o Emerald Beach Hotel, Nassau, Bahamas. Use 10¢ air mail stamp. 7626-5

Position wanted as manager of a fur storage and fur service department. Have the best of knowledge and experience in all phases in furs. Can locate any place and have good references. **ADDRESS,** Box 7585, **NATIONAL CLEANER & DYER.** -5

Wish to act as manufacturer's representative in Fort Worth area. Bank and character references on request. Sales and cleaning experience. **ADDRESS,** Box 7569, **NATIONAL CLEANER & DYER.** -5

PRESSER—EXPERT WOOL FINISHER WANTS STEADY EMPLOYMENT IN FIRST-CLASS QUALITY PLANT ONLY. NONE OTHER NEED ANSWER. ADDRESS, Box 7659, NATIONAL CLEANER & DYER. -5

Manager-Superintendent, N.I.D. graduate both general and management courses, also some laundry experience. Quality and production minded. 15 years experience. Age 36. Married. Minimum salary $125 Per week. **ADDRESS,** Box 7644, **NATIONAL CLEANER & DYER.** -5

Silk spotter, manager, would like Saturday or some such part-time work to supplement income. Particularly adept sales promotion, production efficiency, personnel handling, planning progressive or expansion steps. Long Island or Metropolitan New York area. **ADDRESS,** Box 7662, **NATIONAL CLEANER & DYER.** -5

Working Manager. Capable of operating package plant, 20 years experience in quality dry cleaning and shirts. 38 years old, trustworthy, reliable. Vicinity New Jersey or New York. State salary first letter. **ADDRESS,** Box 7664, **NATIONAL CLEANER & DYER.** -5

A-1 Silk spotter, wool or drycleaner. 18 years experience. Steady man, reliable, married. Go anywhere. Ray Long, 4155 Mitchell, Detroit 7, Michigan. 7667-5

Young man with 14 years experience in both productive and supervisory capacity of laundry and drycleaning business, experienced and capable of doing any job in plant. Able to train new employees. Have advanced knowledge of production methods, equipment lay-out, and equipment maintenance. Desire new opportunity with progressive organization. Presently employed as General Manager for combination drycleaning, laundry and linen supply, grossing $8,000 per week. Can furnish proven record of quality and profitable operation. Will arrange personal interview. **ADDRESS,** Box 7665, **NATIONAL CLEANER & DYER.** -5

REWEAVIING

RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

The old reliable **"BERGER DAMAGE REWEAVING"** serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to **"BERGER DAMAGE REWEAVING COMPANY,"** 765 Madison Ave., New York 21, N. Y. 5966-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH-HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5545-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly rewoven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

REWEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, **PRICING CHART,** work tickets and envelopes at **NO CHARGE.** A prompt efficient **WHOLESALE** service at a **MODERATE COST.** We reweave the exact pattern in all fabrics. Our complete reweaving service will make you a satisfied, permanent customer. Send garment for estimate. Open accounts if desired. Return postage paid. **MONEY BACK GUARANTEE. CINCINNATI REPAIR SERVICE,** 413 Race St., Cincinnati 2, Ohio. 6066-29

ADAMS WEAVING COMPANY the best known name in Re-weaving. Burns, moth holes, rips in garments, linens and sweaters. An extra service for you to offer with an excellent profit. Top-quality workmanship that will avoid trouble with plant damages. Quick and guaranteed service. **ADAMS WEAVING COMPANY,** 1010 Republic Building, Chicago, Illinois. 5470-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for $12 complete with instructions. Replacement points $6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

HEDDA MOHL, REWEAVER, formerly **VIENNA, PARIS.** Original French weaving, reweaving, stoting, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado. East of Chicago, Hedda Mohl, 832 Montrose Ave., Chicago 13. 4839-29

MONEY BACK GUARANTEED REWEAVING. Best possible methods. None better. Display signs, pricing charts, etc. We supply at no charge everything necesary to sell this fine service. Liberal discount. Open accounts. Return postage paid. Send garment for estimate or ask for Sales Kit. **WEAVE MASTERS,** 413 Race St., Cincinnati 2, Ohio. 7369-29

REWEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE**—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052. 1629-29

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING,** 1311 East State Street, Sharon, Pa. 5234-13

Suede and Leather cleaned and refinished—Jacket $3.50, Topper, $5.00, Coat, $6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO.,** 1430 Harrison St., Davenport, Iowa. 6055-13

CERTIFIED LEATHER CLEANERS—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS,** 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

COLE LEATHER CLEANERS OF AMERICA. LET OUR 40 YEARS of quality reconditioning and cleaning of all shades of leather and suede—work for you. Our work is known to be the finest—designed for those interested in maintaining superior service at reasonable prices. Send your garments for prompt, detailed report including cost for necessary work. We also operate a complete, modern repair department. Write today for our price list. **"OUR RECOMMENDATION COMES FROM OUR CUSTOMERS," COLE LEATHER CLEANERS OF AMERICA, 1267 SECOND AVE., N. Y. 21, N. Y. PHONES:** LEhigh 5-0060—LEhigh 5-0250. 5968-13

EXPERT LEATHER CLEANING — NORTHWEST'S FINEST LEATHER CLEANERS—SUEDES, GRAIN LEATHER, CAPE, KID. EVERY JOB A CUSTOM JOB—FAST SERVICE. REED CLEANERS, 20-13 ST. NORTH, FARGO, NORTH DAKOTA. 7502-13

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Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La. 5459-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe semi-finished, wrinkle-free, soft feel, easy-to- press. Individual inspection of each piece assures satisfaction or omney back. We specialize in draperies, slipcovers and rugs. Loebl's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 7003-12

KRAN-MER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACCOUNTS SOLICITED. 7027-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC., 1127 MAPLE ST., ROCHESTER 11, N. Y.** 7256-12

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

Dyeing Is Our Business—"Science in the **Art of Dyeing"** by the **South's** most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS, 2211 County St., Portsmouth, Virginia.** 7638-12

SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 312 E. 102nd St., New York 29, N. Y. 7430-14

DISTRIBUTORS—INDEPENDENT SALESMEN—Sell our high-profit, no-inventory, register forms for drycleaners and laundries. We make any form to fit any register. Low prices—fast delivery—repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Connecticut. 7656-14

Distributor-salesman to sell drycleaning charge soap in New York and vicinity. Liberal discounts and terms. Should know the trade and must know drycleaning. For appointment in New York write giving full resume of experience to Kenco Chemical Co., P. O. Box 912, Schenectady, N. Y. 7576-14

TAILORING INSTRUCTIONS

LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-18

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, **MEXICO 7, D. F., MEXICO.** 5703-3

MACHINERY FOR SALE

30" Butler motor driven extractor. $745 FOB Washington, D. C. Butler Mfg. Co., Suite 602, 103 Park Ave., New York, N. Y. 7619-4

LIQUIDATION SALE OF ENTIRE DRYCLEANING PLANT, ALL MACHINERY A1 CONDITION; 54 x 70" HOFFMAN BALLOON DRYCLEANING WASHERS; 48" and 60" AMICO OPEN-TOP EXTRACTORS; 5000 and 8000 GALLON FILTERS, MOTOR-DRIVEN PUMPS, TRAPS, ETC. ALSO SMALLER WASHERS, EXTRACTORS AND FILTERS AVAILABLE. VERY REASONABLY PRICED. WRITE, WIRE OR 'PHONE FOR FULL DETAILS. WILLIAMS LAUNDRY MACHINERY CO., INC., 37-37 91h STREET, LONG ISLAND CITY 1, NEW YORK. STILLWELL 6-6666. 5378-4

ADJUSTA-FORMS, CERTIFIED REBUILT. PRICED SURPRISINGLY LOW. WRITE FOR DETAILS. SAXE-FREEMAN COMPANY, OMAHA, NEBRASKA. 7332-4

Rebuilt 5,000 Butler scraper filter, motor driven pump. $2,195 FOB Atlanta. Butler Mfg. Co., 1858 Cheshire Bridge Road, N. E., Atlanta, Ga. 7620-4

2-girl shirt unit, Unipress. Practically new, reasonably priced. Economy Cleaners, 900 N. Union St., Wilmington, Delaware. Phone 5-5551. 7604-4

Rebuilt 125 GPH Butler still, less pump. $1,180 FOB Kansas City. Butler Mfg. Co., 13th & Eastern, Kansas City, Mo. 7621-4

125 GPH Butler still with motor driven pump, 4 years old. Good condition, $695. Butler Mfg. Co., 13th & Eastern Ave., Kansas City, Mo. 7622-4

5 H.P. oil-fired "Lookout" boiler. Complete with condensation pump, switches, 150-gallon tank, piping, etc. Used six months. $1,200 new. Best offer. Ringer's Laundry, Hagerstown, Md. Tel. 5626. 7660-4

60-POUND PANTEX PERCHLORETHYLENE CLEANING UNIT, 220 VOLT ON PHASE, COMPLETELY OVERHAULED, EXCELLENT CONDITION, PRIVATE OWNER, CHICAGO, ILLINOIS. BEST OFFER WILL TAKE. ADDRESS, Box 7649, NATIONAL CLEANER & DYER. -4

For sale: Hoffman cleaning unit complete with still. Uses perchlorethylene. Capacity 60 lbs. **ADDRESS,** Box 7652, **NATIONAL CLEANER & DYER.** -4

Hoffman-140F unit complete with still. Separate motor driver, explosion-proof. Cissell rough and silk spotting boards. Silk finishing unit and windwhip for quick sale. Bilmore Cleaners, 1207 West Susquehanna Avenue, Philadelphia, Pennsylvania. 7655-4

CONSULTANTS

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE,** 53 Auburn St., Concord, N. H. 3635-25

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

GARMENT ANALYSIS SERVICE: Nationally recognized laboratory provides a fast package analysis service for drycleaner. **FAST, ACCURATE, ACCEPTED** reports at reasonable charge. Send your problem to **CONSUMER TESTING LABORATORIES, INC.,** 25 Huntington Avenue, Boston 16, Massachusetts. Fabric bulletin service also available. 7383-25

48-HOUR ANALYSIS SERVICE. Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES,** 4 Commercial St., Malden 48, Mass. 7577-25

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HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to $10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional home study course. Write for **FREE** details. Fabricon, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 7544-15

LEARN TAILORING, REPAIRING in one of America's finest tailoring schools. 100-hour course $100. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

MISCELLANEOUS

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.,** 2610 Clay Ave., Fresno 1, California. 3476-8

DIRECT-MAIL ADVERTISING for cleaners that gets new business at low cost. Write for free samples. Reba Martin Co., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

DOUBLE YOUR INCOME from your newspaper advertising by using our low-cost **"CLEANER VERSES"** and cartoons. **For FREE** proofs write **DAVID LILLY CARTOONS,** Box 167, Long Beach, Calif. 7520-10

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OUR READERS SAY

Package-Chain Accounting

To the Editor:

We here in Toronto are in the process of attempting to organize a string of package units. What is envisaged is about eight or ten units with a central administrative office from which all accounting, supplies and direction will come.

I, personally, am trying to devise an accounting system for such a chain. Would you tell me if there is anywhere in the U. S. A. that you know of where basic information of this type is available? NID has nothing and, in fact, requested us to let them know when we got a system functioning.

With your wide experience, we felt that it was possible you would know of someone who could give us a rough outline which could be fitted to our requirements.

For your information the first unit is already operating and the second is slated for early March.

J. S. Choppin, Secretary
Parker's Dye Works & Cleaners Limited
Toronto, Ont., Can.

As far as we know, there is no standardized form of bookkeeping for a chain operation such as you mention. There was an article in our October 1955 issue, a copy of which is enclosed, that covers cash control. You may find this helpful in your proposed plans.—Editor

Plans for Modernization

To the Editor:

Am planning to modernize my call office and drive-in. If you recall my plant, it looks more like a hideaway restaurant than it does a drycleaning plant.

I wonder if you would give me the names of several plants that have done a good job along this line. Also, would you be kind enough to point out some good articles you might have on the subject.

Joe Donovan
Bayburn, Inc.
Arlington, Mass.

You are very fortunate in that your present plant lends itself naturally to modernization. You have ample parking space for increased drive-in volume. A completely glassed-in front with an open view of your finishing department should do wonders for your volume. I would assume that you would also plan to include a shirt laundry in your expansion plans. If this were placed near the front of your plant, it should be helpful. We are enclosing some tear sheets of recent articles on plant modernization. We also have available a reprint of our 1955 Guidebook, "Guide to Construction and Remodeling," which is available at $1 a copy.—Editor

Selecting New Location

To the Editor:

I have been looking over your Guidebook Issue of June 1955. I have also been in contact with Mr. Riggott of NID and he has suggested I write to you. He believes that you may have some information which can help me out.

At the present time I have been working with real estate agencies to find suitable locations for cash-and-carry, package drycleaning plants with shirt laundry combined. I have been hitting against a blank wall, not having any definite survey formula to go by for picking the locations.

Any information you may be able to give me would be very much appreciated.

Paul Lansat
The Superior Dry Cleaning Company
Sharon, Pa.

We realize the difficulties that confront the drycleaner seeking new locations. With this in mind, we will run a series of articles beginning in the next few months. There is no pat formula for selecting locations. Basically, our series will delve into simplified market research procedures. For example, here are some sources that would tell you what you should know about your market:

1. U. S. Department of Commerce—your local public library will have copies for your city. This tells population statistics; reveals census information of present cleaning plants and laundries, and where the people live that buy drycleaning.
2. Your local Chamber of Commerce.
3. Your local newspapers. They have market maps generally available.
4. Your radio and TV stations, if any.
5. Realtors.
6. Your local bank.
7. The Fire Marshal's office.
8. Machinery and equipment salesmen.

Generally speaking, plants located *near* large shopping centers are usually successful. Basic reason for this is that the large grocery chains do a complete market research before they make a considerable investment in a shopping-center venture. Cleaners have, in effect, ridden along on the coat-tails of the supermarkets in their research endeavors. It is well to stay a short distance away because of the congested parking conditions that usually exist near the shopping center.—Editor

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address letters to:

The Editor
National Cleaner & Dyer
305 East 45th Street
New York 17, N. Y.

Book of Swatches

To the Editor:

Can you tell us if there is a dictionary of fabrics with sample swatches attached? If there is, we would appreciate the name and address of the publisher.

J. L. Rosenfield
Greg Cleaners
Baltimore, Md.

There is a book available that we believe will be very helpful to you. This is titled, "Fabrics Today and Drycleaning," and is available from the Neighborhood Cleaners Association, 412 Lafayette St., New York 3, N. Y. for $25, also a supplement for $5.—Editor

Premium Advertising

To the Editor:

Could you send me a magazine pertaining to premiums for the drycleaning business.

Your National Cleaner magazine is my A-1 reference and guide always.

Charles A. Breckles
Ray's Cleaners
Graniti City, Ill.

We are enclosing tear sheets of recent articles concerning premiums that you may find useful.

You may be interested to know that we will begin a series on specialty items used for advertising, within the next issue or so. We believe you will find these very helpful in planning your merchandising campaign.—Editor

Pil-O-Bar AUTOMATICALLY

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FLUFFS

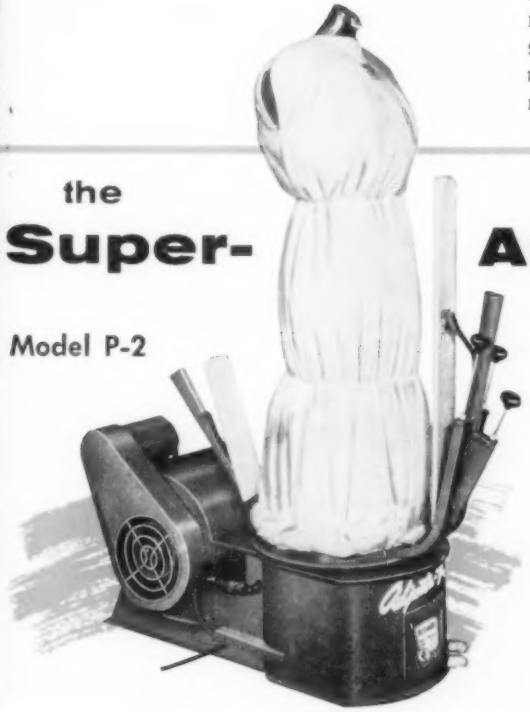
DEODORIZES

PILLOW *in minutes!*

High speed impellers feed the feathers into the wheel, where they are fluffed and dust is removed. Ozone and ultra-violet rays make them sweet smelling and clean. Feathers are drawn by vacuum into a new tick. Each pillow is processed separately and individually and feathers remain under perfect control.

the Super-Automatic *Adjusta-Form*

Model P-2



AUTOMATICALLY production is increased. As soon as the steam is turned on, the operator is freed for routine work.

AUTOMATICALLY quality is increased. The amount of steam is positively controlled. Over-steaming is eliminated.

ONLY the Adjusta-Form with patented former controls offers Top Production PLUS Top Quality.

WICHITA PRECISION TOOL CO., INC.

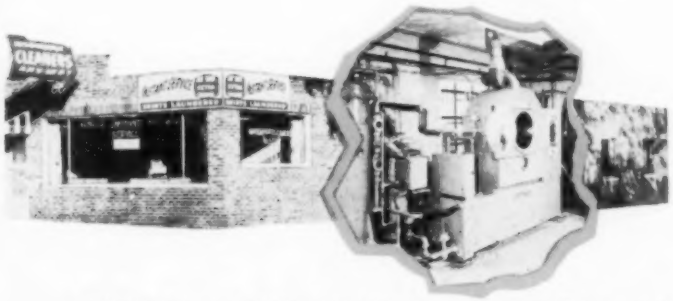
450 N. Seneca — Wichita, Kansas

Mr. Leo S. Black of Woodmont Cleaners, Toledo, Ohio, finds the fastest way to higher profits is by "Jet":

"It has been quite a while since we purchased our new 45-pound two-bath Hoffman "Jet" cleaning unit. Not only have we increased our quality of cleaning with the full-drop action, but we have also added capacity, thanks to the increased speed of operation. In addition, this machine has cut our solvent costs by 50%. We recommend it highly."

Enjoy the same operating "plus" . . . the same profit "plus" . . as Mr. Black. Call your Hoffman distributor for full "Jet" details today, or write:

U.S. HOFFMAN MACHINERY CORPORATION 105 FOURTH AVE., NEW YORK 3, N.Y.



WOODMONT CLEANERS, TOLEDO, OHIO, OFFER FAST, FINE-QUALITY **Jet** CLEANING IN THEIR SMART, MODERN PREMISES.